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In Nine Parts—228 Pages.
PART I—TELEGRAPH SHEET—16 PAGES.

The Times

1781 1915 LOS ANGELES

Liberty Under Law—Equal Rights—True Industrial Freedom.

FRIDAY MORNING, JANUARY 1, 1915. PRICE 10 CENTS

Hail, Happy New Year, another Milestone on the Journey to the Celestial City that Sits on the Hills of Light!

Doctored.

PHRASED BY WILSON.

Full Text of Note to Britain.

English are Asking now for Specific Instances of Interference.

Summary of Typical Case in Preparation by the State Department.

Great Diplomats in a Snarl Over Time of Delivery of Document.

[BY ATLANTIC CABLE AND A. P.]

LONDON, Dec. 31, 11:30 p.m.—The British Foreign Office, in agreement with the American government, tonight issued the text of the protest of the United States concerning delays to American commerce due to search of vessels by the British fleet. It was issued through the official press bureau.

The public has regarded the note as a diplomatic document of probably the greatest importance of any incidental to the war. The first comment on it in the newspaper offices tonight, however, was that the note was less specific in stating the American complaints than had been expected.

It had been generally assumed that it contained details of various cases on which complaints were based.

American Ambassador Page's note to Sir Edward Grey, in transmitting the statements of the American government, was as follows:

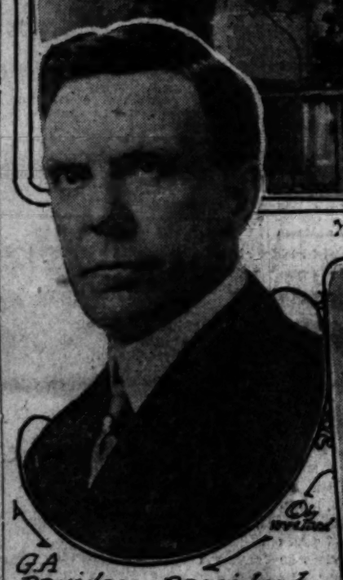
"AMERICAN EMBASSY.

"London, Dec. 28, 1914.

"Sir: Under telegraphic instructions from my government, I have the honor to acquaint you that the present condition of American foreign trade resulting from the frequent seizures and detentions of American cargoes destined to neutral European ports has become so serious as to require a candid statement of my gov-

(Continued on Eighth Page.)

Night illumination



G.A. Davidson, President of the Panama California Exposition

Parade in San Diego

Birds-eye of exposition.

Views of the San Diego exposition and its president.

The upper panel, a snapshot of one of the grand buildings at the Panama-California Exposition in San Diego, illuminated by night; the middle panel, a parade of celebrants in San Diego, and the lower panel, a birdseye view of the exposition, giving a comprehensive idea of the architectural effect which has been produced and the tasteful impression created by the classic lines of the buildings and the broad vistas of the avenues. The inset, a photo of G. Aubrey Davidson, president of the exposition company.

Panama-California.

GATES OF MAGIC CITY OF WHITE THROWN OPEN TO THE WORLD.

A Million Shouts Break Against Fair and Stately Buildings in a Paean of Wonder and Delight.

Press of a Button in Washington by President Wilson Draws the Bolts from the Doors Through which the Throngs are Pouring in Ecstasies of the Occasion and the New Year—Twelve Months of Jubilee Begun.

BY JOHN LLOYD.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN DIEGO, Dec. 31.—The Panama-California Exposition was formerly launched at midnight. Instead of a bottle of wine there were broken against it a million shouts. For an instant, the buildings rested tall and gray like ships of peace and industry in the docks of the night and then they flashed in complete silhouette; and a mad hour of jubilee was on.

By smashing salvos from mortars about the grounds and from the distant fleet of warships in the harbor, the hour that ended five years of labor for San Diego and gave to the world a new exposition along original lines, was announced. Invisible was the fleet in the offing, but the belch of the guns and the hurrying noise turned the attention of the 100,000 people from the exposition to the bay.

At the exact hour of midnight here, when the clock was far ahead in the White House, President Wilson touched a button, fashioned of the first five dollar gold piece that was contributed towards the exposition at the first suggestion. The singing of a buzzer in President Aubrey G. Davidson's offices followed. It was the signal between the East and the West.

THE BOLTS DROP.

The bolts dropped from the gates, doors were thrown back and the magic city that has been severely guarded against importunate visitors, like a play in the rehearsals, was handed to the public. Instantly a great pyrotechnic display ascended and burst in radiant redness above the Prado. It was an allegory of the Panama Canal, showing the Gatun locks, and the water rushing through the gates, uniting the two oceans.

In the hills beyond the limits of the exposition grounds twenty-five bonfires primed with pitch and gasoline leaped fifty feet in flames. The mortars began their salvos, firing ten bombs each, and the far hurled missiles spent themselves in white clouds of dropping smoke.

All over the ground sprang the red carbide fire from 7000 sticks that had been concealed about the buildings and amid the shrubbery, and off in the distance, the booming of the warship cannon, with the newly-christened ship San Diego as flagship in the lead. That started the general revelry.

SAN DIEGO REJOICES.

A city that can accomplish such a gigantic task as San Diego can take gigantic pleasure. Financiers of the city who have accomplished the unequaled undertaking of launching a great exposition without one cent of unpaid bills against it, threw their hats, silk hats and straws. They waved their hands and shouted, and against the wild acclaim the massed bands of the city beat out their music hopelessly, and it would have been as well had the leaders but waved their batons and the players sat mute. For none could hear them.

It took forty minutes for the jubilee to quiet. As a tired man is supposed to want a musical comedy or a farce for relaxation, so San Diego wanted its short revel unrestricted. Processions were formed and lost in other processions, Streamers and banners and things called serpentines spread out in an instant from untold sources and wove the web of carnival over the surprised old Spanish city that is the exposition, and that so long had been sober and serious in its growth.

It was the contagion of accomplishment that made of this demonstration one of the most remarkable of revels. Secretary of the Treasury McAdoo, who gathered endless fame when he passed the tube between the Hudson River and became the guest of honor at endless celebrations of a lesser sort, stepped out of his auto. His wife, who is the daughter of President Wilson, called him back.

"Wait a minute, please," she said, and, as she gathered her furs about her, she continued, "I want to go with you."

And together they entered the surge of 100,000 people. Instantly they were encompassed in a group of sailors using combined strength to promote their progress. And laughing, pushing and shoving, with Mrs. McAdoo's hat torn half awry, they passed along the Prado, having as good a time as any there.

Gov. Johnson and many prominent men from San Francisco and Los Angeles added themselves to the crush. Silk hats, a courtesy to the formality of the ceremonies, and straw hats, a courtesy to the blessings of climate, predominated in the crowd, but each was quickly lost in the confetti baths, until the only prominence the silk hats could muster was in the superior bulk. Confetti was released in bags, and barrels, and bales. It floated in clouds and dropped so thickly that the Central Plaza, which is of concrete, gathered smoothness from the tiny flakes of paper that paved it, and a general dance was in progress. It accumulated in such quantities that every inquisitive gust that came up from the sea to cool the ceremonies started a shower.

LISTEN TO THE BAND.

When the bands could be heard after the first riotous outburst and the tongues of the cowbell chorus stilled the crowd formed into quieter units. Some danced, others listened to the concerts, while many fared on to the Isthmus. How long the merriment will last seems only a question of endurance.

At the celebration of the New Year, that is so essentially a New Year to this city, the officials of the exposition, who have been instrumental in its creation, retired from the grounds. There was nothing sentimental in their action, but they had worked so long and so diligently to perfect the finished thing that they could not quite bring themselves to celebrate when it arrived. In the revelry about the perfected work they seemed to see the ghosts of construction and all the reverses that threatened the completion. So they stood silently in a balcony and only smiled and looked up and down the Prado that had never before coursed with humanity, and all they could do was utter things that had no consequence. So they went away to the city for a silent celebration.

ILLUMINATION.

At 9 o'clock the grounds were formally illumined for the first time, and the gates, although not officially open until midnight, were squeezed ajar sufficiently to admit the thousands as they came. Until 11 o'clock the crowd, constantly adding to itself, amused itself with the pranks peculiar to New Year's Eve.

At that hour the massed bands began a concert, more than 300 instruments being in concord. It was a preliminary to the raising of the flag. On the tallest tree that any forest in the West could furnish, one that towers high above all the buildings, the flag was raised. The band played the "Star Spangled Banner." Army and navy men stood at attention and all joined in singing the national anthem.

THE SPEECH-MAKING.

D. C. Collier presided over these ceremonies. He introduced Carl I. Ferris, representing the Board of Park Commissioners of San Diego, who passed the keys of Exposition Park to Mayor Charles F. O'Neall.

Mr. Ferris said:

"It is my pleasant duty as Park Commissioner to inform you that the magnificent grounds within these gates are

(Continued on Ninth Page.)

THE WORLD'S NEWS IN TODAY'S TIMES.

THE HEART OF IT

EPITOMIZED, CLASSIFIED AND INDEXED.

The Foremost Events of Yesterday: (1) Formal Opening and Dedication of the Panama-California Exposition at San Diego. (2) The Great War. (3) Publication of the Full Text of the American Note to England on the Subject of Interference With American Shipping. (4) Congress.

INDEX.

PART I. TELEGRAPH NEWS.
1. Text of Note to Great Britain.
2. San Diego Exposition Opens.
3. Do Your Share for Prosperity.
4. Peace Partisans Get Hard Rap.
6. Brain Power is Stationary.
8. Would Retain the Philippines.
16. Weather Report: City in Brief.

PART II. PICTORIAL CREAM SHEET.
1. "Bunch" Puts Big One Over.
2. Prosperity in Every Report.
3. State Leads in Road Building.
4. Editorials: Pen Points: Verse.
5. Roads Quarrel Over Crossing.
6. Society Affairs: At the Theaters.
7. Encina Flume Work is Begun.
10. Banks Strong in Resources.
12. News from Southland Counties.
14. Stocks: Bonds: Financial Summary.
15. Grain Markets: Shipping Notes.
16. Public Service: City Hall: Courts.

PART III. IN THE FIELD OF SPORTS.
1. Borton Goes to the Federals.
2. 1915 in the Sporting World.
3. Sam Agnew Greatest Thrower.
4. Gossip of the Playhouses.

SUMMARY.

THE SKY. Cloudy. Wind at 5 p.m., northeast; velocity, 3 miles. Thermometer, highest, 66 deg.; lowest, 53 deg. Forecast: Fair. For complete weather report see last page, Part I.

THE CITY. Three armed robbers held up a resident of the Wilshire district in his own home. They also burglarized another house.

The superintendent of the Washington Institution for Homeless Children was arrested here. The waifs smiled him out of jail.

SOUTHERN CALIFORNIA. Pasadena gave its Rose Ball at the Hotel Green.

A Long Beach boy was saved by his chums when a caving bank buried him.

Imperial Valley's Encina flume is being rushed to completion.

PACIFIC SLOPE. The Panama-California Exposition was formally opened at midnight last night on the pressure of a button in Washington by President Wilson which signaled instantaneously to the exposition authorities in San Diego the dawn of the first day of the new year.

GENERAL EASTERN. A genuine revival in business beginning with the New Year is the prediction of men of affairs all over the country. Never before in our history, they say, have conditions been so favorable for every kind of industry. With a demand from the whole world for everything we make or grow, and with money cheaper than for the past twenty-eight years, there is nothing to stop us.

WASHINGTON. Dean C. Worcester, formerly a member of the Philippine cabinet, in an address to the insular committee of the Senate yesterday advocated the retention of the islands as a strategical point for the United States and said that the outbreaks were calculated to have a serious effect on the ignorant populace.

THE GREAT WAR. The Situation to Date: Austrians driven out of the greater part of Galicia.

Editorial Note: Readers will bear in mind, in connection with the sensitive subject of headlines over the war news, that the various dispatches are each captioned in accordance with the text, as nearly as may be. These headlines are written in such language as will briefly and truly express the origin, character, nature and trend of the news report in each case. The Times (which holds itself responsible for the proper presentation, not always for the accuracy of the war news) aims to be impartial, and to give all sides a fair hearing.

Aborigines.

CANNIBAL DANCE PHOTOGRAPHED.

WILD ORGY IS WITNESSED BY LOS ANGELES YOUTHS.

Natives of Marquesas Unable to Resist Temptation to Eat Human Flesh Slaughter a Captive and Indulge in Feast After Which Ringleaders are Arrested.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN FRANCISCO BUREAU OF THE TIMES, Dec. 31.—Cannibalism has broken out in the Marquesas Islands, near Tahiti, and two Los Angeles lads, who left here four months ago for pictures and adventures, had the rare experience of finding the real cannibal island, with the pot still steaming and the natives still dancing, and the bones and skull bleaching in the sun.

Overcome by the lust for human flesh, which was supposed to have died out with their forefathers, the victorious tribe of South Sea Islanders that inhabits Nukahiva, the wildest island of the Marquesas group, dined on a captive from a neighboring tribe early in November and celebrated the occasion with much dancing and beating of tom-toms.

News of this extraordinary orgy was brought here today by Ensign D. H. Armstrong and Marcus M. Marshall, both of Los Angeles, who arrived on the liner Moana from Papeete. Armstrong is from the California naval reserve.

The feast of the cannibals on Nukahiva had been witnessed by the captain and crew of a South Sea trading ship, which immediately put out to sea for Papeete, where the captain reported the matter to the French au-

(Continued on Fourth Page.)

Thousands Arrive in San Diego by Auto, Rail and Water for Grand Opening.

Spectacle.

BIG FAIR OF SOUTHLAND MECCA FOR THE WEST.

Host of Celebrities Royally Entertained by the Exposition Officials.

Launching of Great Educational Display is Witnessed by Governors, Washington Guests, and Representatives of the Army and Navy, Who Join in Congratulating the Promoters on Magnificent Enterprise.

BY HARRY C. CARR.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN DIEGO, Dec. 31.—All day long throngs poured into San Diego by rail, by steamer and by automobile. The crowds were happy whether jostled in the streets or crowded in the hotel lobbies waiting for busy clerks to assign them to their quarters, and all were eager for one thing only, to see the opening of San Diego's exposition.

Troops of United States cavalry, gaily-uniformed conquistadores of the Order of Panama and bands of music escorted the celebrities that arrived all day long from the station to the various hotels and added to the gaiety of the scene. The Santa Fe alone brought in more than 5000 persons today since morning; last night the steamer President of the Pacific Coast Steamship Company came in with 450 passengers; the steamers Yale and Harvard of the Pacific Navigation Company came in this evening with 700 and 1000 passengers, respectively; while the boulevards leading to the city were lined with autos whose license tags bore the names of every State in the Union.

CELEBRITIES ARRIVE.

On the two sections of the Owl that came in first this morning with eight coaches each were Edward Chambers, vice-president of the Santa Fe, with all the traffic managers of the Santa Fe. At 7:30 o'clock this morning the Utah special arrived with Gov. William Spry. Accompanying Gov. and Mrs. Spry on the Utah special this morning were Col. and Mrs. Rodney Badger of the Governor's staff, Warden and Mrs. Arthur Pratt, Judge Samuel W. Stewart of the Utah Board of Corrections and Mrs. Stewart, Prof. Lewis A. Merrill of the Utah Exposition Commission, E. E. Calvin, general manager of the Oregon Short Line, his secretary, E. L. Smith, and his son, Frank Calvin; Mr. and Mrs. George Roelf of the Hotel Utah, J. G. MacDonald, the maker of a famous candy, and family; James Chipman and family, N. S. Neehon and family.

Train No. 73, due at 1:10 this afternoon, came in five sections. The first train had five parlor cars and a Pullman. The second section, which arrived ten minutes later, had eight cars. In the third section were Gov. Johnson and Mrs. Johnson, who were met by troops of the First Cavalry and conquistadores, and escorted to the Grant Hotel. A fourth section of this train arrived at 1:50, and included in the train was the special car of General Manager H. G. Wells of the Santa Fe, who personally conducted the party including William G. McAdoo and Mrs. McAdoo, Count and Countess del Valle de Salazar, General Manager McNutt of the Salt Lake system and Supt. Cullen of the Salt Lake. These distinguished guests were met at Oceanside by President G. Aubrey Davidson, Mayor C. F. O'Neall, Commander Cleland Davis, Capt. R. P. Rifenberick, Frank Belcher, George Burnham, William Mountain, Mrs. George McKenzie, Mrs. Gordon Gray, a cousin of President Wilson, and Mrs. Frank Belcher. This party was also met by the cavalry troops, the Twenty-fifth Regimental Band of Mexico and the conquistadores of the Order of Panama and escorted to the Grant Hotel. Another section arrived later, and at 5:20 train No. 74, with a double-header and twelve coaches, brought more crowds.

Two coaches of Escondido people arrived this morning on a special train from there. Train No. 76 arrived this evening in two long sections, the first coming at 6:30 and the second a few minutes later. The Imperial Valley people, including about 200 autos, who arrived yesterday, were much in evidence all day.

M'ADOOS AT GRANT.

Although Secretary and Mrs. McAdoo are at the Grant Hotel, Mr. and Mrs. U. S. Grant, Jr., will take charge of the distinguished guests and arrange for their entertainment during their stay here. Mr. and Mrs. L. J. Wilde will act in the same capacity to Count and Countess Salazar, and Capt. C. M. Condon and Mrs. Condon will entertain John Barrett, director-general of the Pan-American Union.

The first of the festivities of the exposition opening began this evening when all of the distinguished guests of the exposition were entertained at the Cafe Cristobal, the official exposition cafe, conducted by Al Levy of Los Angeles. At the same time members of the press were banqueted at the Panama roof garden by the Exposition Celebration Committee, headed by Winfield Hogaboom. There were 165 members of the press present and James McMullen acted as toastmaster.

No more brilliant scene could be imagined than the Cafe Cristobal presented tonight when more than 1000 beautifully gowned women, naval and army officers in full dress uniform and distinguished citizens in full dress sat at the tables of the brilliantly lighted room.

In the center of the room was a huge circular table at which President and Mrs. G. Aubrey Davidson entertained thirty-four official guests of the exposition. In the center of the huge table was a tall palm encircled by poinsettias, which made a flame of color from which smilax and ferns trailed to the places of the guests. Seated at the president's table were President and Mrs. Davidson, Secretary of the Treasury McAdoo, personal representative of President Wilson, and Mrs. McAdoo; Count del Valle de Salazar of San Francisco, personal representative of King Alfonso of Spain, and Countess Salazar; Rear-Admiral Thomas B. Howard, commander-in-chief of the Pacific fleet, and Mrs. Howard; John Barrett, director-general of the Pan-American Union; Col. and Mrs. J. E. Pendleton, commander of the Marine Corps, and Mrs. Pendleton; Capt. A. H. Robertson of the United States cruiser San Diego and Mrs. Robertson; Commander Cleland Davis, naval aide to the Panama-California Exposition and Mrs. Davis; Lieut.-Col. W. C. Davis, commanding officer of Fort Rosecrans, and Mrs. Davis; Lieutenant Commander F. L. Oliver, Capt. C. M. Condon, Coast Artillery, U.S.A., and Mrs. Condon; Maj. J. G. Harbord, commander of the First Cavalry, and Mrs. Harbord; Capt. R. P. Rifenberick, military aide of the Panama-California Exposition, and Mrs. Rifenberick; Lieut. and Mrs. L. C. Kidd, Mr. and Mrs. J. T. Martin, relatives of the McAdoos, of Alhambra; Mrs. George McKenzie, chairman of the Social Committee of the Official Women's Board of the Exposition; Mrs. Ivor N. Lawson, president of the Official Women's Board; Mr. and Mrs. U. S. Grant, Jr., Mr. and Mrs. Louis J. Wilde.

VISITING GOVERNORS.

On either side of the President's table were smaller round tables, at one of which Gov. and Mrs. Johnson presided as host and hostess to the visiting Governors and at the other Mayor and Mrs. Charles F. O'Neall presided, while the guests were the Mayors of other cities and other visitors. At Gov. Johnson's table were Gov. and Mrs. William Spry of Utah, Hon. Huber Rasher, representative of the Governor of Washington; Hon. J. L. Halloway, Jr., Associate Chief Justice of Montana, representative of the Governor of Montana; Senator George T. Mills, representative of the Governor of Nevada; C. H. Akers of Phoenix, representative of Gov. Hunt of Arizona and Charles Vogelsang, representative of the Panama-Pacific Exposition of San Francisco.

Seated about the table at which Mayor and Mrs. O'Neall presided were Hon. and Mrs. Frank H. Mott of Oakland, Hon. R. F. Pridham, chairman of the Southern California Counties Exposition Commission, and Mrs. Pridham, Hon. Emmett Phillips, chairman of the Sacramento County Commission, and Mrs. Phillips; George A. Roeding, chairman of the San Joaquin Valley Commission; Frank A. Leach, Jr., chairman of the Alameda and Santa Clara Counties Commission, and Mrs. Leach; A. E. Miot, chairman of the Kern and Tulare Counties Commission, and Mrs. Miot.

Exposition Home of Arts and Crafts.

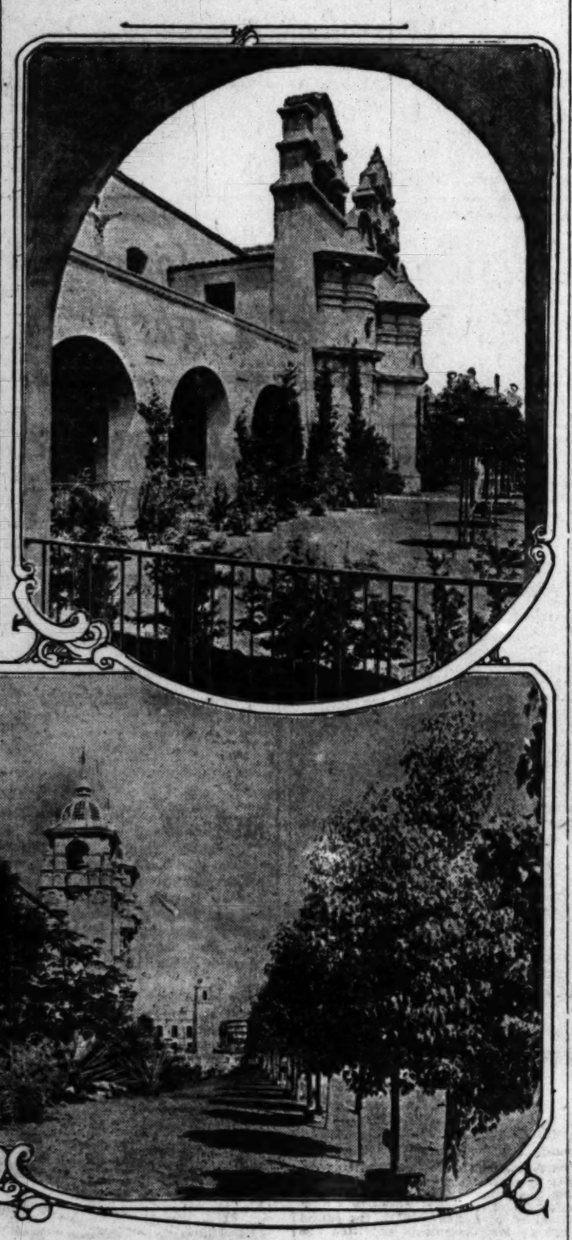


Photo © 1914 by Panama-California Exposition.

To be seen at San Diego.

The upper panel, a view of the east front of the beautiful Arts and Crafts building at the Panama-California Exposition. The lower panel, a view of the Cafe Christobal.

FOOD SUPPLY LOW IN MEXICO.

[BY A. P. DAY WIRE.]

LAREDO (Tex.) Dec. 31.—Food for less than ten days remains at Monterey, Mex., and adjacent territory, where the situation in some respects is as bad as in Europe, according to unofficial reports today from American Consul-General Philip C. Hanna of Monterey.

Relief is furnished twice weekly to the poor, who include once prosperous families which revolutions have made destitute. Flour, shelled corn, beans and rice are the foodstuffs most needed. There also is need for bed clothing. The American Consul has given much aid.

PRELATES AT REQUIEM MASS.

Body of Late Archbishop Riordan Laid to Rest in San Francisco with Appropriate Services.

[BY A. P. DAY WIRE.]

SAN FRANCISCO, Dec. 31.—With an archbishop, six bishops and scores of priests officiating, the solemn pontifical requiem mass for the repose of the soul of the late Archbishop Patrick W. Riordan was celebrated today at St. Mary's Cathedral. At the conclusion of the services the body was taken to Holy Cross cemetery, where it was laid to rest in the marble crypt of a new mortuary chapel which the archbishop himself dedicated a few months ago. The celebrant of the mass was the Rt. Rev. Thomas Grace, bishop of Sacramento. Bishop E. J. Hanna delivered the sermon and the first blessing of the body was by Archbishop Christie of Portland.

Distinguished.

WOMEN GUESTS ARE HONORED.

DINNERS AND ENTERTAINMENTS GALORE PREPARED.

Big Banquet Scheduled at the Grant Hotel Today for Mrs. McAdoo, Countess Salazar and Others is the Forerunner of Many Similar Events.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN DIEGO, Dec. 31.—Mrs. McAdoo, Countess Salazar and other distinguished women who are official guests of the exposition, will be honored during their stay with numerous dinners, receptions and entertainments given by the woman's official board of of the exposition, of which Mrs. Ivor N. Lawson is president and Mrs. George McKenzie chairman of the Social Committee.

The first of these entertainments will be the banquet given tomorrow evening at 8 o'clock at the Grant Hotel by the official woman's board for Mrs. McAdoo, Countess Salazar and other guests. Three hundred women, all in formal evening gowns, will be present. Mrs. Earl Garretson will act as toastmistress and a splendid programme will be given after the banquet, including music by Mrs. J. Perry Lewis, Mrs. L. L. Rowan, Mrs. Freda H. Chapman and Mrs. Edna Darch. Miss Anita Churcher and four young girls will give a classic dance.

All day tomorrow the woman's board will hold open house at their beautifully-furnished headquarters in the California building and at the headquarters of the Daughters of the Revolution in the Fine Arts building there will be open house also.

Saturday the guests will be entertained at the matinee dansant at the Hotel del Coronado.

The headquarters of the women at the exposition are wonderfully attractive and will prove a delightful spot for women to rest while attending the exposition. The large assembly-room opening into a small sitting-room overlooking the Prado, is furnished with a warmth of color typical of the Spanish note that pervades the entire exposition. Tango red hangings and cushions and dull grays make an artistic room. From the sitting-room one looks out on a beautiful canyon covered with verdure, a view in itself restful. On the floor below is a large restroom, in which silence will be the rule. Heavy walls make this room almost noise proof and a graduate nurse is in charge to give any attention that may be necessary.

The D.A.R. quarters, fitted up by the San Diego Chapter, are equally attractive and here tea will be served every day in the year by members of the chapter. The entire furnishings of these rooms are Colonial and rare antiques have been loaned for the rooms.

WAR INSURANCE CUT IN HALF.

[BY ATLANTIC CABLE AND A. P.]

LONDON, Dec. 31.—The premium at Lloyds to insure against the outbreak of war between the United States and Great Britain was cut in half today. Seven guineas per cent. is now asked, as against the 15 guineas per cent. quoted when the contents of the American note of protest regarding American shipping first became known in England.

Magic.

AMAZING BEAUTY OF EXPOSITION.

Spanish Architecture Rivals that of Old Masters.

Evolution of Industry is Vividly Portrayed.

Picture Worthy of the Gods Presented to Visitor.

BY JOHN LLOYD.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN DIEGO, Dec. 31.—Where the two gonfalons hang high on red poles with gilt do-funnys atop is the east entrance to the exposition grounds. It 's as abrupt and matter of fact as the back gate to a neighbor's yard, if the neighbor is neat, and the two red swatches called gonfalons in the official book are somehow much like red rags that friendly boys hang on their back gates to notify each other a visit is welcome.

To this gate the electric cars of the city crawl to the very turnstiles, and it was through this gate that passed the really first out-of-town visitors to the completed exposition yesterday. There was a newspaperman or so, and a young man and woman, bride and groom from Salt Lake City, it later developed, and there was a priest who had come to see before the crowds. It was only by courtesy they were admitted.

GUARD IS STARTLED.

The sun was up and the morning was warm, and the exposition was just preening its feathers. A new guard was out for the first time in his new uniform. It is that of the grenadier of Old Spain, of a blue that is paler than a robin's egg, with two red stripes down the trousers and an orange one between. Across the breast is a retiring series of shockingly yellow braid bars. The hat is white, trimmed in red and orange, and the crown is tall and shrinks as it proceeds. It ends in a jaunty little pale blue plume, just bigger than the robin's egg.

The new guard was eying himself in a glass that reflected the colors. He was a bit shy about the inspection, but shrugged his shoulders, threw back his head and twirled his moustachios a bit. When he discovered he was watched he blushed and tore a leaf from his book of rules in his eagerness to appear engaged. The uniform startled him somewhat, as it will all the multitude to see them in the future.

RED, GREEN AND GRAY.

But they harmonize perfectly with the grounds. That is because the grounds are green with the softest turf and the most vivid herbage. Red and green and gray are the colors — the green that is everywhere, the gray that is concrete and asphalt and plaster, and the red that is sifted hardpan used for the pathways, a perfect paving material when it is rolled.

It is red that the Spanish have always loved most in colors and used most in architecture, and that is why it is so prominent at the exposition. Within the 640 acres of scattered buildings upon the lofty mesa, where the exposition sits, is every kind of Spanish architecture, caught by the architects in perfect reproductions, from the time the first Spaniard rolled a mud ball and found that dirt clung to the most classic design of old Madrid. That is one of the multitude of things the exposition has done—gathered into an ensemble of amazing beauty every type of Spanish architecture.

IS WORLD SHOW.

It is the same exposition that sent a party to Siberia to dig for fossils there and sent another to Peru and sent scouts throughout the world.

But one abiding question seems to have been in the minds of the men who conceived the exposition. They seemed to consider the world as a question, and then set out to answer it. And if every person that visits it is as curious as a child and is as shrewd at asking questions as an attorney, yet all the visitors can never ask all the questions that are answered even before the gates are flung outward. Upon the premise of "How" they have submitted the conclusion: "Well, it was this way." That seems to be the theme of every exhibit. It is the collection of processes rather than products, the paradise of the inquiring mind.

By the guide books one is instructed that there is a formal design in locating the buildings, much after the fashion of a Maltese Cross for the central group, but consciousness of straight lines and the four directions is lost unless the guest is fleeing for a given goal.

ANGLES AND ANGLES.

The buildings that have scarcely dried from the painters' brush, have the appearance of dignified age. About their base is grown a fringe of foliage, grass has crept about the feet of the pillars, and the foliage seems aggressive rather than the reluctant favorite of other places that are new. And in an angle of the building, and every building has its unexpected angle, there is already a thicket of shrubbery, a dense and tangled copse that has the touch of the jungle about it.

In the corner it is wild and tangled and dense, and a turn about the building, less than forty steps framed between pillars of the peaceful old arcade, is a garden of perfect formality, tightly-clipped lawns, hedges

(Continued on Fourth Page.)

THE EXPOSITION PROGRAMME.

JANUARY 1, 1915.

Sightseeing tour of city by press representatives, 9 a.m.
Official dedicatory services, 11 a.m. until 2 p.m.
Dedication of women's headquarters, 12 M.
Procession of Automobiles, 2 p.m.
Public banquet of ladies' board, Alhambra Cafe, 8 p.m.
President's banquet, Cafe Cristobal, 7 p.m.

JANUARY 2, 1915.

Naval and military parade, 10 a.m.
Auto ride and luncheon, ladies' board, 11 a.m. until 2 p.m.
Official reception of ladies' board, 8:30 p.m.
Isthmus carnival from 7 p.m. on.

Official dedication services on January 1 will comprise dedicatory address by President G. Aubrey Davidson, remarks by Col. D. C. Collier, congratulatory address by Hon. William G. McAdoo, Hon. John Barrett and the several Governors and representatives who will be present at that time.

The president's banquet will be held at the Cafe Cristabal on the exposition grounds at 7 p.m., January 1.

Deadlock.

NEW YEAR DAY IN WAR ZONE.

No Prospect of Big Victory by Either Side.

Gains Made in One Place Lost in Another.

Celebration in London Much Quieter than Usual.

[BY ATLANTIC CABLE AND A. P.]

LONDON, Dec. 31.—The new year finds belligerent Europe after five months of war, fighting as sternly as at the beginning, but seemingly without prospects of immediate big victories which the combatants have set as their task.

The Austrians again have been driven out of the greater part of Galicia, and, according to a Vienna statement, the Russians have crossed the Carpathians for the third time, but in Poland, where the more important battle is in progress, the armies of the Russian and German Emperors are still fighting for the banks of the rivers which intersect the country between the upper Vistula and Pilica rivers.

In Flanders and France there has been a lull in the fighting on most of the front, disturbed occasionally, however, by artillery fire, infantry attacks and counter attacks. The French announce that they have carried half of the village of Steinbach, in upper Alsace, which, while of little or no importance itself, stands at the foot of a hill which commands a large part of the surrounding country.

It is in this region, in the vicinity of Noyon and between the Argonne ridge and the Meuse, that the French have been pushing their offensive with the greatest force and where they claim to have made the most progress.

Along the Belgian coast the fighting is confined to artillery fire. Westende and many other little towns which long ago were deserted by their citizen population, have been made the target for shells of the allies.

Walfish Bay, a British possession on the coast of German Southwest Africa, which the Germans took at the commencement of the war, has been retaken by the Union of South Africa forces, while the Australians have annexed Bougainville Island, another of the Solomon Islands over which flew the German flag and about the last of the German Islands in the Pacific.

In London New Year's Eve was celebrated by the usual dinners and dances at hotels and restaurants, but with less gaiety and on a much smaller scale. At the larger hotels, however, there was a large attendance of officers on leave or waiting to go to the front, many French and Belgians who were driven from their homes by the war and a considerable sprinkling of Americans.

The list of New Year's honors offered by King George on the recommendation of the Premier and the Foreign and Colonial officers, was very short, and contained no new peerages. At the head of the list are the Earls of Derby and Chesterfield, who get the Order of the Garter for their services in recruiting, and Baron Lovat, who receives the Order of the Thistle for the same reason. The Earl of Aberdeen, whose retirement from the Lord Lieutenacy of Ireland is expected, is raised to the rank of Marquisate.

President Wilson's Representative at San Diego Exposition.

Notables at a notable event.

In the group are Secretary of the Treasury McAdoo and President Davidson of the Panama-California Exposition in San Diego. President G. Aubrey Davidson stands at the extreme right in the picture, and the Secretary of the Treasury, the representative of President Wilson at the exercises of opening the exposition, stands beside Mr. Davidson. Others in the group are, from left to right, Mr. Martin, Mrs. Martin (daughter of Mr. McAdoo) and Mrs. McAdoo, daughter of President Wilson.

Message.

DO YOUR SHARE FOR PROSPER.TY.

Redfield Says Time is Here to Boom Business.

Sees New Vista for Commerce and Enterprises.

Ill Effect of European War is Rapidly Passing.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Heartened by months of close study of the business outlook of the nation, Secretary Redfield of the Commerce Department wrote a New Year's greeting today to the merchants and manufacturers of the country, bidding them in characteristic language to reach out for the prosperity he sees within their grasp.

There is no warrant, Mr. Redfield declares, for gloom or despair. The ill effects of the European war on American enterprise are passing and new vistas for commercial ventures are opening with each new day. His message follows:

"If you want prosperity, do your share to bring it and do it now. Get that addition on your shop going; it will cost you less today than six months hence. Is trade a bit dull in the works? Get those improvements begun. Prices are low and likely to rise. You've been thinking of that contract work. Better start yourself before things get the start of you.

"This country slows down a bit now and then, but it never stops growing and it always moves up and not down. We don't know what it means in most of the United States to have real general distress. Think of Belgium and Poland. O man with a grouch, and slink into your hole and pull it in after you. Then think of your sins and your blessings and come out with your courage in working order.

"There are lots of good American examples of pluck. Do you remember San Francisco and Galveston and Chicago—Boston, Charleston, Baltimore and Dayton, and many others like them? Remember Thomas A. Edison and lots of your fellow-citizens who showed pluck when things were hard.

"Nothing is the matter with the man with a grouch except an absentee heart and missing nerve. Cheer up, go to work, do your level best, quit talking misery. The war's over yonder, not here. Men are slaughtered yonder—they're living here. It's all clouds there—clear day here.

"Get out and sell some goods. Plant some more acres; do more work than you planned. Talk cheerful talk and you'll find this country of ours a pretty good place after all."

SECRETARY'S HOPEFUL VIEW.

To support the Secretary's hopeful views are the figures gathered by his department as to American foreign commerce since the outbreak of the great war. Since August, when the monthly trade balance of the nation showed a deficit of nearly $20,000,000, through excess of imports over exports, the situation has been completely changed. For December alone, it is estimated that export excess will reach $100,000,000 or more, with one exception, the highest mark of the last two years.

The war caught the country unprepared in that a tremendous import excess had been rolled up in the four months preceding its outbreak. With the August total included, American merchants were in debt to foreign manufacturers and producers nearly $40,000,000 by these figures alone. Since then, including the December estimate, the export excess has reached a total of $174,000,000. The floating debt of the United States to foreign countries has been paid in goods, Secretary Redfield has declared, and he looks now to the near approach of a day when the United States will take her place as a creditor nation, no longer a borrower.

FOREIGN-BUILT SHIPS.

Since the war, also, 105 foreign-built ships with a gross tonnage of 37 [illegible] have come under the American flag.

Additions to this fleet are being made every week. Already plans are afoot to draw closer through commercial bonds the Latin-American countries.

Extension of credit, Mr. Redfield believes, must pave the way toward any expansion of commercial relations with those countries. Officials of the Commerce Department have been studying the problem since the outbreak of the war, and now there has been called a conference here between the financial ministers and great bankers of all American republics next year. From that gathering is expected to come practical suggestions to stimulate trade relations.

In preparing for the new year the Commerce Department will issue, January 2, the first copy of the new daily commercial report, to supplant the old consular bulletins. Dr. Pratt of the Foreign and Domestic Commerce Bureau decided today to make the new publication to some extent inter-departmental by presenting in its columns cablegrams received by the State Department trade advisers, data as to crop yield and condition fr[illegible] the Census Bureau and Agricultural Department and information as to war risk insurance written by the government bureau in the Treasury Department from day to day. The plan is to condense into the Daily all daily occurrences among the departments that directly and immediately affect the country's business interests.

BRYAN NAILS FALSE RUMOR.

Tells Chile This Country Still Wants Foreign Warships Removed from the Western Hemisphere.

[BY A. P. DAY WIRE.]

WASHINGTON, Dec. 31.—Eduardo Suares Mujica, the Chilean Ambassador, who cabled the State Department today to inquire as to the truth of a report that the United States had informed Great Britain of its unwillingness to join in proposals with Pan-American nations for the exclusion of belligerent warships from the western hemisphere, was informed that there was no foundation for such reports. Secretary Bryan told other inquirers also that the proposal was still under consideration by the governing board of the Pan-American Union, of which he is the presiding officer.

[ADV.] Hall's Hair Restorer restored to its natural color by Alfred Dolge's Hygienic Blonde. A harmless dye, guaranteed, 50c and $1.00. All druggists.

CALIFORNIA LEADS ALL OIL FIELDS.

NEARLY SEVENTY PER CENT. OF THIS YEAR'S PRODUCTION COMES FROM WEST.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

WASHINGTON BUREAU OF THE TIMES, Dec. 31.—The production of petroleum in the United States in 1914 surpassed that of any previous year in the history of the industry, according to the United States Geological Survey, the output being estimated at 292,000,000 barrels.

These preliminary figures indicate an increase of more than 13 per cent. over the production of 1913, which reached the record breaking total of 248,446,220 barrels.

Of the total 1914 oil output, it is estimated that nearly 70 per cent. came from California and Oklahoma.

BETTER ROADS IN YOSEMITE.

SECRETARY LANE PROMISES TO DISCUSS MATTER WITH LOS ANGELES MEN.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

WASHINGTON BUREAU OF THE TIMES, Dec. 31.—Representative Stephens has been notified that Secretary of the Interior Lane will hold a conference on February 9 with a delegation of California automobile men headed by Henry W. Deller of Los Angeles, to discuss the improvement of certain pieces of road in Yosemite Valley, to make them passable for automobiles.

Motorists in California represent that this work should be done in order to prepare for the influx of visitors during the coming year, and while the State cannot perform any work on this government reservation the automobilists are willing to cooperate with the government in any reasonable way to get the work done.

EMERGENCY CURRENCY.

Over Hundred and Fifty Millions Still Outstanding, According to Report of Comptroller Williams.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Emergency currency amounting to $150,836,692 was still outstanding at the close of business today at the Treasury Department, according to an announcement by Comptroller of the Currency Williams. Since the first of this currency was issued, $233,645,333 has been retired. Of the amount outstanding more than one-third is in the Southern States.

HOLIDAY IN CONGRESS.

Both Houses will Lay off Today, but Debates on Pending Bill will be Resumed Tomorrow.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Congress will observe New Year's Day tomorrow, but both houses declined to take a longer holiday than one day, owing to press of business. The House adjourned tonight until Saturday, when debate will be resumed on the Indian appropriation bill. The Senate recessed until 11 o'clock Saturday, when the immigration bill will come up again.

OWNERSHIP OF TELEPHONES.

New Bill Introduced for Government to Take Over Telegraph also in United States.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Another government telegraph and telephone bill was introduced today by Representative Lewis of Maryland.

It proposes to vest with the Postmaster-General "a monopoly of the function and means of electrical communication for hire within the United States and Alaska," but would exempt telephonic lines known as farmer lines from the proposed law. Mr. Lewis does not expect action at this session of Congress.

The bill proposes to have the government take over the property of telephone companies and have the Postmaster-General on July 1, 1916, take charge of all long-distance telephone lines.

GLOOM OF WAR AND DEATH.

All Official Dinners and the New Year's Reception are Cancelled by Government Officials.

[BY A. P. DAY WIRE.]

WASHINGTON, Dec. 31.—The Secretary of State's diplomatic breakfast, always the most colorful event of New Year's Day in the Capital, will not be held tomorrow, because diplomatic procedure does not permit a gathering of so many diplomatists whose countries are at war. Secretary and Mrs. Bryan have sent out handsomely engraved New Year's cards.

The New Year's reception at the White House, too, has been abandoned, because of mourning there for the death of Mrs. Wilson, and none of the State dinners or receptions are to be held this season.

ENGLISH HONORS ARE DISTRIBUTED.

THREE BARONETS ARE CREATED AND SIXTEEN PERSONS MADE KNIGHTS.

[BY ATLANTIC CABLE AND A. P.]

LONDON, Dec. 31.—The New Year's honors list contains no new peers. The Earl of Aberdeen, Lord Lieutenant of Ireland, and formerly Governor-General of Canada, is raised to the rank of Marquisate, and Viscount St. Aldwyn (Michael Hicks Beach) is elevated to an earldom.

The Order of the Garter is conferred on the Earl of Derby and the Earl of Chesterfield, while the Order of the Thistle is bestowed on Baron Lovat.

Arthur Henderson, labor leader and member of Parliament for the Barnard Castle division of Durham, is appointed a Privy Councillor. Hamar Greenwood, Liberal member of Parliament for Sunderland, is among the three new baronets, while sixteen persons receive the honor of knighthood. Among those knighted are Henry John Newbolt, barrister and author, and Frank Watson Dyson, astronomer royal since 1910.

George Halsey Perley and Clifford Sifton of Canada were appointed knights commander of St. Michael and St. George.

Italy Honors Marconi.

[BY ATLANTIC CABLE AND A. P.]

ROME (Italy) Dec. 31.—Guglielmo Marconi, of wireless telegraphy fame, has been appointed a member of the Italian Senate by King Victor Emmanuel. His Majesty signed the decree to this effect today.

Sixty-third Congress.

TO BAR BLACKS FROM AMERICA.

Amendment to Immigration Bill Adopted in Senate.

Prohibition Against Mormons is Made Even Stronger.

Efforts to Strike Out the Literacy Test Defeated.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Efforts to strike the much-debated literacy test from the pending immigration bill failed in the Senate today, Senator Martine's motion to eliminate the provision being defeated, 47 to 12. This was considered a test vote on the bill itself, which Senate leaders expect to pass Saturday.

Amendments to the bill were voted upon in quick succession during the last hour of today's session. Two were adopted, one to exclude from American shores in future all immigrants of African blood, or the black race, and another to strengthen the prohibition against believers in polygamy.

All amendments to the literacy test were voted down, including those which would have added to its exemption of persons fleeing from religious persecution; those who might seek asylum from political or religious persecution. On the motion to eliminate the literacy test the Senators who voted for it were Bhandeges, Clark of Wyoming, LaFollette, Lippitt, McCumber, Lewis, McLean, Martine, O'Gorman, Ransdell, Reed and Walsh.

Senator Reed offered the African exclusion amendment, which was adopted, 29 to 25. Senator Williams of Mississippi debated this proposal at length, declaring that here were enough negroes in this country now. Statistics were given to show that only 8000 people of African blood came to this country last year.

Another amendment by Senator Reed to exclude all but persons of the Caucasian race was defeated, but not until after it had occasioned considerable discussion relating to the Japanese. Many Senators declared that it would affect treaty regulations.

"Of course, the enactment will include the Japanese in its effect," said Senator Reed, "but if there is any difficulty about the treaty I will co-operate in a further amendment to postpone the operation of this clause until treaties may be changed. This bill as now drawn follows the spirit if not the letter of our treaties. We prefer to do by indirection that which we have not the courage to do by direction. We propose to pass an exclusion bill, but to do it, not as an inclusion, but by means of an educational test."

The vote against the amendment was 47 to 9.

Spirited debate arose when Senator Reed moved to substitute in the exclusion section for the words "Those who admit their belief in the practice of polygamy" the words "Those who believe in, advocate, or practice polygamy."

Senator Reed Smoot of Utah declared that the Mormon church had abolished the practice of polygamy since 1900, and that President Smith of the Mormon church had publicly reaffirmed this position at a meeting in 1904.

"This amendment is objected to," said Senator Smoot, "because if Mormons coming to this country should be asked if they believed in the Bible they might technically be excluded because the Old Testament teaches polygamy. If the president of the Mormon church wanted to re-establish polygamy in this country today he could not do it. It is a thing of the past, and it is ill-timed for Senators to reflect here upon a people who in good faith have agreed never to take up the practice again."

Senator Sutherland of Utah also objected to the wording of the amendment, holding it might turn away people who were believers in the Mormon faith who did not practice polygamy.

Senator Works of California and Senator Borah of Idaho challenged the assertion of Senator Smoot that the Bible taught polygamy, both emphatically denying that it taught any such thing.

When the roll was called every Senator voted "aye" on the amendment, Senators Smoot and Sutherland remaining silent.

Senator Hughes of New Jersey, however, rose at the end of the roll call to vote "no," stating that he did so because he did not believe religious belief of any kind should be made a test for admission to this country.

Senators Smoot and Sutherland thereupon voted "no" also. The vote on the amendment was 47 to 3.

JAPAN INTERESTED.

Ambassador Chinda Inquires as to the Status of the Arizona Anti-Alien Labor Law.

[BY A. P. DAY WIRE.]

WASHINGTON, Dec. 31.—Ambassador Chinda called on Secretary Bryan today to inquire into the status of the new Arizona anti-alien employment law. So far Japan has lodged no protest against the new law, which goes into effect tomorrow under the Governor's proclamation.

Italy and Great Britain have protested against the law.

CIRCUIT IS BROKEN.

New Year's Greeting to the World by the United States Prevented by the Great War.

[BY A. P. DAY WIRE.]

WASHINGTON, Dec. 31.—New Year's greetings from the United States to all the world did not circle the globe tonight, as has been the custom for many years, because the land telegraph and cable systems are in a disorganized condition, because of the European war. The Navy Department, by prearrangement, formerly has flashed the time around the world in a few seconds.

New York is Quarantined.

[BY A. P. DAY WIRE.]

WASHINGTON, Dec. 31.—New York City and New York county were quarantined today by the Department of Agriculture because of the foot and mouth disease in cattle.

President Going to Indiana.

[BY A. P. DAY WIRE.]

WASHINGTON, Dec. 31.—President Wilson decided today to go to Indianapolis January 8 to speak at a Jackson Day celebration under the auspices of the Indiana Democratic Club. He will be accompanied by Senator Kern.

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I. L. HIBBARD—General Superintendent Santa Fe Railroad.
C. G. LYNCH—Manager Blinn Lumber Co.
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E. W. SARGENT—Vice-Pres. Title Guarantee and Trust Co.
JAMES SHULTZ—James Shultz Lumber Co.
WILLARD H. STIMSON—Capitalist.
W. L. VALENTINE—Secretary Fullerton Oil Co.

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MILLIONAIRE IS INDICTED.

JULIUS ROSENWALD, CHICAGO MAGNATE, IS DECLARED TAX DODGER.

[BY A. P. NIGHT WIRE.]

CHICAGO, Dec. 31.—Julius Rosenwald, multi-millionaire president of Sears-Roebuck & Co., was indicted today by a special grand jury investigating tax frauds for failure to file a schedule of personal property which is valued at $25,000,000 by the grand jurors. Mr. Rosenwald admitted the charge, which he said was not criminal, and in a statement criticised the tax laws of the State.

An indictment against Jacob and John Hadesman, wholesale grocers, alleges their personal property is worth $30,000, but they scheduled only $200 worth.

Herman Voss, manager of the Continental Clothing Company, was indicted for filing a schedule said to be fraudulent. The instrument charges he filed a schedule of $27,000 for the company, and a short time later, after fire had destroyed the store, he estimated the loss at $303,000.

Mr. Rosenwald is charged with a misdemeanor punishable by a maximum fine of $200. The others face fines not to exceed $5000 or imprisonment.

MRS. PINCHOT'S BIG ESTATE.

Leaves Assets in New York Valued at More Than Million to Sons and Daughter.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Mrs. Mary E. Pinchot, mother of Gifford Pinchot, Amos R. E. Pinchot and Lady Alan Johnston, who died in Washington, D. C., recently, left taxable assets in this State of more than $1,000,000. The value of the decedent's entire estate was not disclosed. Of the New York property, which is in real estate, Mrs. Pinchot's sons receive $537,816 each, while Lady Johnston receives $28,666.

CARNEGIE LIBRARY FUNDS.

Insufficient Maintenance by Cities May Cause New Regulations by the Board of Trustees.

[BY A. P. DAY WIRE.]

CHICAGO, Dec. 31.—An insufficient maintenance requirement from cities which accept Carnegie libraries has resulted in sprinkling the country with "mausoleums," according to sentiment expressed here today at the annual meeting of the League of Library Commissions.

The Carnegie foundation, it was said, required that cities where the libraries are given shall provide an annual 10 per cent. of the cost for maintenance. It was voted to request that the foundation increase the requirement to 12 or 15 per cent.

EDITOR OCHS RESIGNS.

Quits Position on the Philadelphia "Public Ledger," but May Join New York "Times" Company.

[BY A. P. NIGHT WIRE.]

PHILADELPHIA, Dec. 31.—Announcement was made tonight of the resignation of George W. Ochs as editor of the Public Ledger. He retains a considerable holding in the underlying securities of the newspaper. Mr. Ochs has not determined as to his future activities, but may join the New York Times company, of which he is a director. He is a brother of Adolph S. Ochs, president of the Times.

BURLESON NOT A CANDIDATE.

Postmaster-General Visiting in Texas Denies He is Planning to Run for the United States Senate.

[BY A. P. NIGHT WIRE.]

SAN ANTONIO (Tex.) Dec. 31.—Postmaster-General Burleson, who is visiting his daughter, said today he is not a candidate for any office and authorized a denial of a statement published recently that he had come to Texas with a view to furthering his candidacy for the United States Senate in 1916.

THE McCARTHY CO

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A LITTLE FARM AT THE CITY'S GATE

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Particulars are furnished by competent attendants and by correspondence to the general public regarding rates and attractions of railroad and steamship lines, hotels and pleasure and health resorts. Photographs, descriptive circulars and transportation literature are kept on hand for inspection and distribution. Times readers can obtain here in a few minutes without the delay incident to writing for it, all the information necessary for a safe and enjoyable journey or vacation. This service is absolutely free. Literature also may be obtained at The New Times Building, Broadway at First street.

PERSONS CONTEMPLATING VISITING LOS ANGELES ARE PRIVILEGED TO HAVE THEIR MAIL ADDRESSED TO THE BUREAU.

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NINE HOLE LINKS ON HOPE RANCH.
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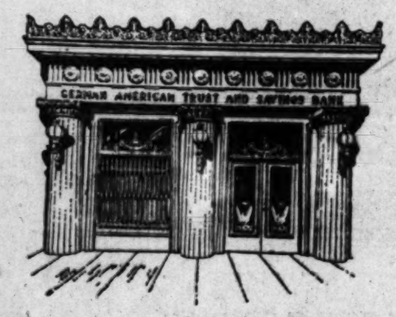
As compared with the beginning of last year, the accompanying statement makes a remarkably creditable showing for the savers of this city, as well as for this institution. We congratulate our depositors on this showing and fully appreciate their confidence in our management as shown by such a gratifying record.

Statement of Condition January 1, 1915

Resources		Liabilities	
Cash	$ 3,016,852.35	Deposits	$18,463,899.80
Bonds and other Securities	1,204,734.02	Capital	1,000,000.00
Loans	16,320,726.00	Surplus	1,000,000.00
Safe Deposit Vaults	40,000.00	Undivided Profits	247,699.16
Furniture and Fixtures	80,000.00		
Real Estate	1,114.83		
Other Assets	48,171.76		
	$20,711,598.96		$20,711,598.96



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Magnificent Family Hotel. Located in very exclusive residential section. Convenient to Shopping Center and all places of amusement. On car line to beaches. New steel and concrete building. Superbly finished. Sixty suites 2 to 6 rooms. One or more elegant private baths and large living room, with each suite. Table d'Hote dinners included in price of rooms. Breakfast and luncheon a la carte. Rates very reasonable indeed—special attention given to lunch and dinner parties.

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WESTBOUND: From New York, 18 days to Los Angeles:
S.S. "ALASKAN" sails January 4th.
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S.S. "PENNSYLVANIAN" Sails Jan. 19th.
EASTBOUND. From Pier A:
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Main 5441. Home 60679.

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The Stillwell
New Fireproof Hotel
Rates, with Private Bath, $1.50 per day and up.
833 S. Grand
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HAVANA TOBACCO DAMAGED.

Tremendous Rainfall Wednesday Declared to Have Destroyed Crops and Farmers are Destitute.

[BY ATLANTIC CABLE AND A. P.]

HAVANA, Dec. 31.—Various sections of the province of Pinar del Rio, the most important tobacco raising region in Cuba, report enormous damage from a tremendous rainfall Wednesday. The Governor of the province, in a dispatch, says he believes the crops of tobacco and minor fruits have been totally destroyed. The government will take steps to extend relief to destitute farmers and laborers.

Cannibal Dance

(Continued from First Page.)

thorities. A company of Tahiti gendarmes was forthwith dispatched to Nukahiva, and a dozen of the ringleaders arrested and brought back to Papeete. They were tried and have been sent to long prison terms in New Caledonia.

Ensign Armstrong and Marshall were in Papeete when this happened. They had gone to the South Sea Islands with a moving-picture outfit to get valuable films, had chartered a small schooner and set out on their adventure. The first adventure they had was to get into a storm, lose their schooner and entire picture outfit, and only escape with their own lives by a small margin.

The idea of seeing real cannibals on a real cannibal island immediately appealed to both youths, and they forthwith secured another boat and started for Nukahiva.

They found the natives friendly to whites, but not at all quieted from their cannibal feast. The women, dressed mostly in hibiscus blooms and a few native fig leaves, were still dancing about a big kettle made of wood dug out of some native tree and covered with brass sheets.

Nukahiva is very wild, according to Armstrong and Marshall. The island group is inhabited by some 4000 natives, who are like native Tahitians, but more warlike.

The two Los Angeles lads took pictures of the natives dancing about the kettle with a small camera, the only one which they had saved from their wreck.

Beauty of Exposition.

(Continued from Second Page.)

trimmed in design, flowers growing only where they might, a touch of water here, a tiny bridge there, and all ending in the summit of classic formality. Exetra, a sort of pergola with seats, exceedingly fashionable and exceedingly formal.

Although with all the space that a western land could offer, with a comfortable looseness and airiness about everything, every building on the grounds is connected by a subtle chord. It is the music of the great pipe organ that flanks the end of the Plaza Panama.

Only once have the organists been able to construct an effective outdoor pipe organ, and that is the one here, built for Mr. John D. Spreckels as a permanent gift in a concrete stand, to the people of San Diego. The luck and success that seem to be a part of the exposition have entered into making this pipe organ one of the wonders of the world. It is not the biggest, although it has 5000 pipes and five keyboards are required to play it, four for the hands and one for the feet. Dr. H. J. Stewart of San Francisco will play it throughout the year, and he was practicing yesterday.

Beside him stood Mr. Spreckels, watching the final adjustment of the great electric coils that provide power. And then from the hidden depths of the music dome there issued the powerful strains, the air being "Adeste Fidelis." The heavy tones hung close to the music dome, bounding around, but never far away, but when the note went high with the chime and bells effect, or the harp accompaniment, then they traveled all about the magic area, through the halls of machinery and of fruit and grain, and on to the colorful lane of amusement called The Isthmus.

ADESTE FIDELIS.

While the organist played, Mr. Spreckels would go to distant parts of the ground to listen, and tonight he will listen in the moonlight far down one of the canyons, for it will be very wonderful there. He says that in all his life of accomplishment this is the most satisfying that he has ever achieved. And any San Diegan sets himself for a long talk when you ask him what Mr. Spreckels has done.

The strains of "Adeste Fidelis" came to the bride and the groom when they were sauntering near the botanical gardens. They withdrew to one of the seats there, to one that is secluded by shrubbery, and they sat silently until it was over.

There seem millions of seats on the grounds. If one has a reputation for veracity, it is dangerous to make a guess. President Davidson, who can estimate it from the standpoint of bills, says there are 15,000 of them—benches that will seat six people each.

In the main group of buildings along the Plaza International, the Plaza Panama, and the Prado, each is flanked by an arcade that strolls along the edge of a ten-foot lawn touched with trees and splotched with flowers. In an almost continuous row along these arcades are the benches. Through the grounds they are placed at every point of possible vantage.

"The world is weary when it is sight-seeing," is the theory of President Davidson and he has insisted on the abundance of benches.

In the shadow of one of the angles to a building fashioned in the stiffest architecture of the Mexican missions, sat the priest, resting there with the shrubs drawn about him and the sheltered play of a fountain just a few feet away.

"It quite overcomes me," he said "I have never felt so reverent in my life."

Nothing could be much more impressive to a priest, or anyone. No matter how classic, how ornate, there broods over all the buildings the accomplishment of the man of the church. All the great missionaries that are much of California's history are recalled again in statues.

EVOLUTION OF INDUSTRY.

In every exhibit, there is shown the evolution of the industry from the time the padres began the development of the State. The jump is very far, indeed. In the exhibit that deals with the extremely early life of the Southwest Indians many centuries ago, are ears of corn recovered from an Indian grave and the age is estimated at several hundred years. In the big agricultural hall is shown the new corn, the ears nearly five times as big as that brought back from the grave for comparison.

Each hall has an entirely different subject and to each subject is given the most intense effort to make it effective. For instance, in the wing of the building devoted to small grains, the entire ceiling is finished in a design drawn with the heads of grain. Paintings of those famous for their achievements in agricultural work are framed in solid banks of grain. It looks as though a weaver had said to the farmer, "Let me show you how attractive you can make the gleanings of the field."

A STRONG CONTRAST.

Nothing could be in stauncher contrast to the main exposition than the isthmus, where the amusement concessions are placed. Only one touch of the Southwest, that is so conspicuous elsewhere, is there. That is an Indian village, not housed in tents, but in hillsides. Away from the form of habitation that is as old as shelter itself stretch the latest devices for modern amusement, as novel and artificial and timely as a spit-curl and looking to have the same stability there in the shadows of the cliff-dwellers.

Every variety of grotesque architectural effect is there now, every hue of paint is in abundance, and tomorrow every kind of noise will be added to the effect.

The priest said: "The children must play," and took great interest in the mechanism of a new shooting novelty. The bride and groom proclaimed the Isthmus a "lark."

GULLIES OF FLOWERS.

As many hues as there are in the colors of the Isthmus concessions, they do not compare with that of the flowers, growing in millions in the grounds. Just now the brilliant poinsettias are showing to greatest effect, but for every month of the year, the color schemes change with the changing of the flowers, and no drought in the flowers will come.

There are gullies of flowers and shrubs, valleys of them, and hills of them, all on the grounds and everywhere is lawn and garden. Those who have old memories of a world's fair in which things hot and white and dusty and great weariness have conspicuous places, will revise them here.

For each short walk there is a glade, and in the glade a fountain plays and from the draws comes a cool brisk wind that bears the vigor of the sea. Wherever is neither pavement nor building, there is green. Between each pair of electric light poles stand two trees, with unfailing regularity. There are trees as high as the second stories of your house, with leaves that are not a tuft, but a good fat clump, and they give real shade and always the arcades are in shadows and always the cool breezes come slyly through them with not a gust a season.

THE NIGHT SCENE.

Night came on, and the silhouette of every building was thrown in light. Along the arcades came shadows like those of a cloister. Across the plazas tripped again the notes of the pipe organ. The pheasants that have residence in some trees near the botanical gardens gave querulous answer and fluttered their feathers and slept.

It was a hymn that was being played. The workmen leaving the building after the final toil, lifted their hats as they went across the Central Plaza with bowed head. Up and down the plazas the sacred chorus went and President Davidson, in his office, stepped to the door that the effect might be fuller. He bowed his head.

"Let us step over to the chapel," he said.

Through an empty corridor, up a short flight, a little balcony gave over the chapel. The tapers burned dimly. The chords of the mighty organ seemed far away. In one dim corner was the priest. And then the bride and groom came in softly. They, too, seemed to have been led by instinct to the reverend spot. An instant they faltered, then timidly and half fearfully, they went to the side of the priest.

"Father," they said, "we are not Catholics, but won't you give us your blessing here? We were just married today." And for a short time the organ continued to play and in the lake with its lily pads in the heart of the plaza, an old bullfrog gave solemn answer.

COAL COMPANY QUITS.

Pursglove-Maher Corporation Will Leave Ohio Field Because of Continuous Strikes in District.

[BY A. P. NIGHT WIRE.]

CLEVELAND, Dec. 31.—It was announced today that the Pursglove-Maher Coal Company, owners of several mines in the Eastern Ohio fields, where a strike has been on since the first of April last, had organized a new company and acquired coal property in West Virginia. This probably means abandonment of the Eastern Ohio field by the company because of inability to settle the strike, Cleveland coal operators said.

COAST STEAMSHIP LINE.

American-Mexican Company Organized to Engage in Trade Below Border in the Pacific.

[BY A. P. DAY WIRE.]

SAN FRANCISCO, Dec. 31.—The American-Mexican Steamship and Trading Company has been organized here to engage in traffic between San Francisco and Santa Rosalia, La Paz, Topolobampo and Guaymas in the gulf, and to Masatlan, Manzanillo, Acapulco and Salina Cruz on the lower coast.

The company has two vessels—the Balboa and Colon, 800 and 1000 tons respectively, which recently operated out of San Diego. These vessels have been transferred from Mexican to American register.

The Balboa will make the initial voyage in the new service from here January 10. The Colon will follow twenty days later.

Miner Kills Saloon Man.

[BY A. P. DAY WIRE.]

GOLDFIELD (Nev.) Dec. 31.—Frank Carr, a saloon-keeper, was shot dead today by Billy Murray, a miner, in a quarrel over a gambling debt.

Presumption.

PEACE PARTISANS GET HARD RAP

Are Unable to See Thing in Their Reality.

Unpreparedness will Neve Prevent a War.

Prof. Brown Says Such Tal is Purely Illusory.

[BY A. P. NIGHT WIRE.]

CHICAGO, Dec. 31.—"It is an i lusory presumption to argue that b cause military preparedness brough about the war, military unpreparedne will prevent it," declared Prof. Phi lip Marshall of Princeton Universi at the American Political Science A sociataion meeting here today.

"Peace advocates cannot see thing as they are. Human progress is de perately slow. It takes generations t gain any considerable victories fo civilization."

Prof. Brown spoke to the subject "The Theory of the Independence an Equality of States." He asserted tha international law has been made b writers and publicists and not in a organized, comprehensive way. H contended that neither individuals no nations are equal before the law.

"There is no such thing as the i dependence of states," he declared "Men abandon some of their ind pendence when they enter society, an the moment nations recognize othe nations they are not independent. I we are to succeed in the task of 'sub stituting law for war,' we must sta afresh and lay foundations of inte national law on sound concrete reali ties."

Of world-wide disarmament, Prof Brown said:

"It would seem obvious that it i useless to talk of disarmament b fore an international organization ha been created to determine all the pr cise rights of states."

WE CAN LEAD WAY TO PEACE

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—The w to universal peace, according to Ha ilton Holt, editor and peace advocat who was the principal speaker at dinner of the Intercollegiate Soci ist Society last night, is impossib until the world is politically organize

Mr. Holt advocated an immedia world organization with a view drawing up a code of international rules. He proposed that the United States be the first to join and form a league of peace, having disarmament as its purpose. Every other country in the world would come into th league and submit to its rules, h said, if this country would lead th way. The cost of lives in the European war would approach five million men Mr. Holt said, and the cost in dollars he estimated at ten billion. The direct economic loss was incalculable and the moral effect on the races involved, he said, would stretch over three or more generations.

SEEKS TO CLOSE STOCK YARDS.

Illinois Attorney-General Says St. Louis Live Stock Exchange Is Trust and Restricts Trade.

[BY A. P. DAY WIRE.]

BELLEVILLE (Ill.) Dec. 31.—quo warranto suit asking that the St Louis Live Stock Exchange be ousted from the State of Illinois on the ground that it is a trust in restraint of trade, was filed here today by the Attorney-General of Illinois.

It is declared that the exchange dominates the business of the National Stock Yards of East St. Louis, exercising "entire and absolute control," and that it is impossible for any one not a member of the exchange to transact commission business at the yards.

Accompanying request for a writ of ouster was a petition filed with Attorney-Gen. Lucey by Elbert B. Henry. Mr. Henry, in his petition, charges that the St. Louis Live Stock Exchange controls all the business in the territory tributary to the National Stock Yards, and that all commission men desiring to do business at the yards must be members of the exchange.

MISS COPE IS INDICTED

LOS ANGELES WOMAN AND CO. ALEXANDER TO BE TRIED IN CHICAGO.

[BY A. P. DAY WIRE.]

CHICAGO, Dec. 31.—An indictment charging Col. Charles Alexander, wealthy steel magnate of Providence, R. I., with violation of the Mann White Slave Act was returned in the Federal court today, together with an indictment charging attempted bribery against Miss Jessie Elisabeth Cope of Los Angeles, the woman he is alleged to have transported.

The indictment against Alexander contains ten counts and that against Miss Cope five.

Alexander is charged with having transported Miss Cope from Los Angeles to Chicago on January 28, 1913. The document also mentions a trip from Chicago to New Orleans, on which it is alleged Miss Cope was Alexander's companion.

It is specifically charged in the case of the woman that she offered G. Clabaugh, local superintendent of the Department of Justice, $25,000 if he would aid her in extorting $50,000 from Alexander.

Arrests in both cases were made three weeks ago. Miss Cope is in custody here, and Alexander, who is at liberty under bond, has signified his willingness to come here for trial whenever desired.

Charles F. Clyne, United States District Attorney here, said that he would bring the case into court at the earliest possible date.

CREEKS MUST HANG.

Life Term Convict at Folsom Who Killed Two Guards Goes to Gallows March 19.

[BY A. P. NIGHT WIRE.]

SACRAMENTO, Dec. 31.—Frank Creeks, life termer sentenced from Tulare county, was sentenced to hang on March 19 by Superior Judge Wells for the murder of Night Sergeant J. P. Drewry and Outside Guard Miller in his escape from Folsom prison last September. Creeks gave notice that he would appeal the case.

FRIDAY MORN

Ishkabibble.

BRAIN POWE IS STATIC

No Advancement is Since the Stonc

Family Skeleton i Progress of the

People Fear to Mo Mental Traits K

[BY A. P. NIGHT WI

PHILADELPHIA, Dec. science can improve the by eugenics was the princ of discussion by the mem American Association fo vancement of Science at sions of the annual conven body.

"It is a question wheth man race as a whole has proved since the old ston 000 years ago. The brain the man of that period com well with that of modern clares Dr. Henry F. Osborn of the American Museum History, who spoke at a se American Society of Zo-olo elevation of the moral sen knowledge," he added, "is est contribution made by t of biology. General ethics a must make their appeal to conscience. The parents know more than those years ago and therefo more about right and We must make appeal to moral sense to prevent the of defectives into the world.

Dr. G. H. Parker of Harv cated the sterilization of all which he declared, are st creasing.

Dr. Charles P. Davenport York, said the progress of t of eugenics has been retarde fear of making family skele lic. "No family should be keep records of the physical tal traits of each of its mem in this way alone can the ra tered," he declared. "School should be given information family and racial characte each of their pupils, for dir struction for each child is to bring it to its fullest devel

Prof. Stuart Paton of Prin clared: "We ought to buil tional 'brain institute' for t of the most important part of —the brain."

"Our American universities isolated to bring out the bes for science. There should b tral body organized to corr efforts of the scientific men university faculties."

The exceptional child may either a great genius or a gre inal, or a great poet, or a gre with equal facility, dependin system of development emplo cording to Dr. Maximilian Grosseman, director of the Association for the Study a cation of Exceptional Children ing before the educational s

"When special endowments companied with a nervous t ment of neuropathic tendenc Dr. Grosseman, "anything is The psychologist and the p must join with the educator children well balanced. Not a saved and made into useful but a majority can be saved f solute destruction."

POOR ATHLETE WINS HEIR

HARVARD STUDENT WILL RICHEST SOCIETY BUD NEW ENGLAND.

[BY DIRECT WIRE—EXCLUSIVE DISP

BOSTON, Dec. 31.—The r of a poor, but athletic Harvard and the richest society bud England has progressed to th where the engagement of Miss Sears and "Wallie" Trumbull ported. It is expected that form nouncement of the engagemen be made within a few days.

Phyllis Sears is a beautiful, lished girl, worth nearly $4,0 in her own right, fond of o sports and almost as good a player as her distinguished Eleanora Sears. "Wallie" Tr was acting captain of the H varsity football team last fall, marshal of the senior class.

His acquaintanceship with Sears grew out of a chance m following one of the big fo games.

WEDDED YEARS AGO IN J

Americans First to be Marri Flowery Kingdom Celebrate Anniversary in New York.

[BY DIRECT WIRE—EXCLUSIVE DISPA

BEACON (N. Y.) Dec. 31.—M Mrs. Sylvanus M. Davidson, wh the unique honor of being th Americans married in Japan, brated their forty-fourth weddin niversary today. They were ma in Yokohama, Japan, Decembe 1870, while Mr. Davidson was i service of the United States go ment. His bride traveled 12,000 from Philadelphia to wed him.

FOUR SKATERS DROWNED.

Boys from Well-known Famili Oswego, Kan., Go Under the I Neosho River.

[BY A. P. NIGHT WIRE.]

OSWEGO (Kan.) Dec. 31.— boys ranging in ages from 12 to 15 years, were drowned, skating on the Neosho River, here today. Harold Smith, Chapman, Lewis Chapman and B Stele, all members of well-known fa lies of Oswego, were the victims.

SEEK DELIRIOUS PATIENT.

Prisoner Held at San Rafael Burglary Charge, Suffering f Appendicitis, Escapes in Overc

[BY A. P. NIGHT WIRE.]

SAN RAFAEL, Dec. 31.—Clad in an overcoat and suffering with acute attack of appendicitis, Max Souza, arrested here on a burgl charge, is roaming the hills of Ma county today with a posse of und sheriffs searching the country to c ue him. While in the County J Souza developed appendicitis. He transferred to a hospital and was be operated upon today. In delir the prisoner escaped from his last night.

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619 South Spring Street

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Particulars are furnished by competent attendants and by correspondence to the general public regarding rates and attractions of railroad and steamship lines, hotels and pleasure and health resorts. Photographs, descriptive circulars and transportation literature are kept on hand for inspection and distribution. Times readers can obtain here in a few minutes without the delay incident to writing for it, all the information necessary for a safe and enjoyable journey or vacation. This service is absolutely free. Literature also may be obtained at the New Times Building, Broadway at First street.

PERSONS CONTEMPLATING VISITING LOS ANGELES ARE PRIVILEGED TO HAVE THEIR MAIL ADDRESSED TO THE BUREAU.

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SANTA BARBARA, CALIFORNIA
3 KINDS OF GOLF
NINE HOLE LINKS ON HOPE RANCH.
TWELVE HOLE LINKS ON HOTEL GROUNDS.
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An absolutely fireproof hotel—all outside rooms, affording plenty of light and air—headquarters for tourists from all parts of the world. Private lavatories in connection with all rooms. Ideal climate the year round. E. P. Dunn, Lessee. Full particulars from D. F. Robertson, Steamship Agency, Spring and 4th Sts., Los Angeles, Cal.

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Center of all winter social events. Absolutely fireproof. American Plan. Golf, Tennis, Surf Bathing, and many other diversions. No raise in tariff during 1915.

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SPEND YOUR WEEK ENDS AT THIS FAMOUS RESORT. RATES, $1.00 PER DAY UPWARD. EUROPEAN PLAN. RESERVATIONS. P. E. INFORMATION BUREAU.

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Wilmington Transportation Company's steamer HERMOSA, with permit for 349 passengers, makes daily trips from San Pedro. For all information, folders, etc., apply SANTA CATALINA ISLAND COMPANY TICKET OFFICE, 104 (Main Entrance) Pacific Electric Bldg. Phones: Main 36; 10084.

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$8.35 San Francisco $15.70
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One Way Round Trip
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Connecting with all railroads to all points east.
STEAMSHIP CO. RATE TO SAN FRANCISCO
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Phones: Home A2751; Main 1904.

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BERTH AND MEALS INCLUDED.
S. S. QUEEN SAILS MONDAY 10:30 A. M.
(License 237) Our Ships Run Through:
$4 SAN DIEGO AND RETURN.
Daylight Trips Sunday and Wednesday.
PACIFIC COAST STEAMSHIP CO.
624 SO. SPRING ST.
Main 47. A3333

Complimentary to Our 52,000 Depositors

When the usual or nearly normal amount of balance in savings accounts is maintained by a community during a year of industrial uncertainty and disquiet, it is self-evident that in such a community are citizens of energy, stability and resourcefulness, whose accounts are a credit to any bank.

As compared with the beginning of last year, the accompanying statement makes a remarkably creditable showing for the savers of this city, as well as for this institution. We congratulate our depositors on this showing and fully appreciate their confidence in our management as shown by such a gratifying record.

Statement of Condition January 1, 1915

Resources		Liabilities	
Cash	$ 3,016,852.35	Deposits	$18,463,899.80
Bonds and other Securities	1,204,734.02	Capital	1,000,000.00
Loans	16,320,726.00	Surplus	1,000,000.00
Safe Deposit Vaults	40,000.00	Undivided Profits	247,699.16
Furniture and Fixtures	80,000.00		
Real Estate	1,114.83		
Other Assets	48,171.76		
	$20,711,598.96		$20,711,598.96

German American Trust and Savings Bank
Spring and Seventh Sts., Los Angeles
Savings-Commercial-Trust.

Officers
M. N. AVERY, President
W. E. McVAY, Vice-President
J. F. ANDREWS, Vice-President
E. E. HILLMAN, Cashier and Secretary
W. W. GIBBS, JR., Assistant Cashier
J. VERENHUYZEN, Trust Officer
L. MORRHOUSE, Assistant Cashier
O. C. SCHMIDT, Assistant Secretary
L. M. HOWE, Assistant Trust Officer
H. E. ZIMMERMAN, Assistant Cashier

Directors
O. T. JOHNSON
Capitalist
GAIL B. JOHNSON
Vice-Pres. Pacific Mutual Life Ins. Co.
ISAAC MILBANK
Director Pacific Mutual Life Ins. Co.
C. N. FLINT
Director Commercial National Bank
J. M. SCHNEIDER
President J. W. Robinson Co.
F. F. SCHUMACHER
Vice-Pres. Schumacher-Wilson Co.
WALTER F. RAAB
Attorney-at-Law
E. S. ROWLEY
Real Estate
WALTER BORDWELL
Former Judge Superior Court
JOSEPH BURKHARD
President Occidental Life Ins. Co.
L. E. SHEPHERD
President Southwest Land Co.
J. F. ANDREWS
Vice-President
W. E. McVAY
Vice-President
M. N. AVERY
President

Los Angeles Hotels and Apartments

Hotel Darby
West Adams at Grand, Los Angeles
Magnificent Family Hotel. Located in very exclusive residential section. Convenient to Shopping Center and all places of amusement. On car line to beaches. New steel and concrete building. Superbly finished. Sixty suites 2 to 6 rooms. One or more elegant private baths and large living room, with each suite. Table d'Hote dinners included in price of rooms. Breakfast and luncheon a la carte. Rates very reasonable indeed—special attention given to lunch and dinner parties.

THE WAGNER HOTEL
214 SOUTH HOPE ST.
Rates $1.00 per day up. Special monthly rates. A genteel, moderate-priced hotel with HOME COMFORTS. every service and comfort. BROADWAY 5990.

HOTEL PEPPER 7TH AND BURLINGTON STREETS.
American Plan—UNDER NEW MANAGEMENT. The best close-in, first-class family hotel in the city. Direct car service to all depots. Rates: American plan, $3.50 per day and up. Geo. W. Henderson, Proprietor. Wilshire 178; Home 51294.

Steamships

American-Hawaiian S. S. Company
Regular Freight Service
New York—Los Angeles.
WESTBOUND: From New York, 19 days to Los Angeles:
S.S. "ALASKAN" sails January 4th.
S.S. "PANAMAN" sails January 9th.
From Boston:
S.S. "PENNSYLVANIAN" Sails Jan. 19th.
EASTBOUND. From Pier A:
S.S. "MONTANAN" sails January 23rd.
501 California Bldg., Los Angeles, Cal.
Main 8441. Home 60479.

Los Angeles Hotels

The Stillwell
New Fireproof Hotel
Rates, with Private Bath, $1.50 per day and up.
838 S. Grand
60297—Bdwy. 237

HAVANA TOBACCO DAMAGED.

Tremendous Rainfall Wednesday Declared to Have Destroyed Crops and Farmers are Destitute.

[BY ATLANTIC CABLE AND A. P.]

HAVANA, Dec. 31.—Various sections of the province of Pinar del Rio, the most important tobacco raising region in Cuba, report enormous damage from a tremendous rainfall Wednesday. The Governor of the province, in a dispatch, says he believes the crops of tobacco and minor fruits have been totally destroyed. The government will take steps to extend relief to destitute farmers and laborers.

Cannibal Dance

(Continued from First Page.)

thorities. A company of Tahiti gendarmes was forthwith dispatched to Nukahiva, and a dozen of the ringleaders arrested and brought back to Papeete. They were tried and have been sent to long prison terms in New Caledonia.

Ensign Armstrong and Marshall were in Papeete when this happened. They had gone to the South Sea Islands with a moving-picture outfit to get valuable films, had chartered a small schooner and set out on their adventure. The first adventure they had was to get into a storm, lose their schooner and entire picture outfit, and only escape with their own lives by a small margin.

The idea of seeing real cannibals on a real cannibal island immediately appealed to both youths, and they forthwith secured another boat and started for Nukahiva.

They found the natives friendly to whites, but not at all quieted from their cannibal feast. The women, dressed mostly in hibiscus blooms and a few native fig leaves, were still dancing about a big kettle made of wood dug out of some native tree and covered with brass sheets.

Nukahiva is very wild, according to Armstrong and Marshall. The island group is inhabited by some 4000 natives, who are like native Tahitians, but more warlike.

The two Los Angeles lads took pictures of the natives dancing about the kettle with a small camera, the only one which they had saved from their wreck.

Beauty of Exposition.

(Continued from Second Page.)

trimmed in design, flowers growing only where they might, a touch of water here, a tiny bridge there, and all ending in the summit of classic formality. Exetra, a sort of pergola with seats, exceedingly fashionable and exceedingly formal.

Although with all the space that a western land could offer, with a comfortable looseness and airiness about everything, every building on the grounds is connected by a subtle chord. It is the music of the great pipe organ that flanks the end of the Plaza Panama.

Only once have the organists been able to construct an effective outdoor pipe organ, and that is the one here, built for Mr. John D. Spreckels as a permanent gift in a concrete stand, to the people of San Diego. The luck and success that seem to be a part of the exposition have entered into making this pipe organ one of the wonders of the world. It is not the biggest, although it has 5000 pipes and five keyboards are required to play it, four for the hands and one for the feet. Dr. H. J. Stewart of San Francisco will play it throughout the year, and he was practicing yesterday.

Beside him stood Mr. Spreckels, watching the final adjustment of the great electric coils that provide power. And then from the hidden depths of the music dome there issued the powerful strains, the air being "Adeste Fidelis." The heavy tones hung close to the music dome, bounding around, but never far away, but when the note went high with the chime and bells effect, or the harp accompaniment, then they traveled all about the magic area, through the halls of machinery and of fruit and grain, and on to the colorful lane of amusement called The Isthmus.

ADESTE FIDELIS.

While the organist played, Mr. Spreckels would go to distant parts of the ground to listen, and tonight he will listen in the moonlight far down one of the canyons, for it will be very wonderful there. He says that in all his life of accomplishment this is the most satisfying that he has ever achieved. And any San Diegan sets himself for a long talk when you ask him what Mr. Spreckels has done.

The strains of "Adeste Fidelis" came to the bride and the groom when they were sauntering near the botanical gardens. They withdrew to one of the seats there, to one that is secluded by shrubbery, and they sat silently until it was over.

There seem millions of seats on the grounds. If one has a reputation for veracity, it is dangerous to make a guess. President Davidson, who can estimate it from the standpoint of bills, says there are 15,000 of them—benches that will seat six people each.

In the main group of buildings along the Plaza International, the Plaza Panama, and the Prado, each is flanked by an arcade that strolls along the edge of a ten-foot lawn touched with trees and splotched with flowers. In an almost continuous row along these arcades are the benches. Through the grounds they are placed at every point of possible vantage.

"The world is weary when it is sight-seeing," is the theory of President Davidson and he has insisted on the abundance of benches.

In the shadow of one of the angles to a building fashioned in the stiffest architecture of the Mexican missions, sat the priest, resting there with the shrubs drawn about him and the sheltered play of a fountain just a few feet away.

"It quite overcomes me," he said "I have never felt so reverent in my life."

Nothing could be much more impressive to a priest, or anyone. No matter how classic, how ornate, there broods over all the buildings the accomplishment of the man of the church. All the great missionaries that are much of California's history are recalled again in statues.

EVOLUTION OF INDUSTRY.

In every exhibit, there is shown the evolution of the industry from the time the padres began the development of the State. The jump is very far, indeed. In the exhibit that deals with the extremely early life of the Southwest Indians many centuries ago, are ears of corn recovered from an Indian grave and the age is estimated at several hundred years. In the big agricultural hall is shown the new corn, the ears nearly five times as big as that brought back from the grave for comparison.

Each hall has an entirely different subject and to each subject is given the most intense effort to make it effective. For instance, in the wing of the building devoted to small grains, the entire ceiling is finished in a design drawn with the heads of grain. Paintings of those famous for their achievements in agricultural work are framed in solid banks of grain. It looks as though a weaver had said to the farmer, "Let me show you how attractive you can make the gleanings of the field."

A STRONG CONTRAST.

Nothing could be in stauncher contrast to the main exposition than the isthmus, where the amusement concessions are placed. Only one touch of the Southwest, that is so conspicuous elsewhere, is there. That is an Indian village, not housed in tents, but in hillsides. Away from the form of habitation that is as old as shelter itself stretch the latest devices for modern amusement, as novel and artificial and timely as a spit-curl and looking to have the same stability there in the shadows of the cliff-dwellers.

Every variety of grotesque architectural effect is there now, every hue of paint is in abundance, and tomorrow every kind of noise will be added to the effect.

The priest said: "The children must play," and took great interest in the mechanism of a new shooting novelty. The bride and groom proclaimed the Isthmus a "lark."

GULLIES OF FLOWERS.

As many hues as there are in the colors of the Isthmus concessions, they do not compare with that of the flowers growing in millions in the grounds. Just now the brilliant poinsettias are showing to greatest effect, but for every month of the year, the color schemes change with the changing of the flowers, and no drought in the flowers will come.

There are gullies of flowers and shrubs, valleys of them, and hills of them, all on the grounds and everywhere is lawn and garden. Those who have old memories of a world's fair in which things hot and white and dusty and great weariness have conspicuous places, will revise them here.

For each short walk there is a glade, and in the glade a fountain plays and from the draws comes a cool brisk wind that bears the vigor of the sea. Wherever is neither pavement nor building, there is green. Between each pair of electric light poles stand two trees, with unfailing regularity. There are trees as high as the second stories of your house, with leaves that are not a tuft, but a good fat clump, and they give real shade and always the arcades are in shadows and always the cool breezes come slyly through them with not a gust a season.

THE NIGHT SCENE.

Night came on, and the silhouette of every building was thrown in light. Along the arcades came shadows like those of a cloister. Across the plazas tripped again the notes of the pipe organ. The pheasants that have residence in some trees near the botanical gardens gave querulous answer and fluttered their feathers and slept.

It was a hymn that was being played. The workmen leaving the building after the final toil, lifted their hats as they went across the Central Plaza with bowed head. Up and down the plazas the sacred chorus went and President Davidson, in his office, stepped to the door that the effect might be fuller. He bowed his head.

"Let us step over to the chapel," he said.

Through an empty corridor, up a short flight, a little balcony gave over the chapel. The tapers burned dimly. The chords of the mighty organ seemed far away. In one dim corner was the priest. And then the bride and groom came in softly. They, too, seemed to have been led by instinct to the reverend spot. An instant they faltered, then timidly and half fearfully, they went to the side of the priest.

"Father," they said, "we are not Catholics, but won't you give us your blessing here? We were just married today." And for a short time the organ continued to play and in the lake with its lily pads in the heart of the plaza, an old bullfrog gave solemn answer.

COAD COMPANY QUITS.

Purseglove-Maher Corporation Will Leave Ohio Field Because of Continuous Strikes in District.

[BY A. P. NIGHT WIRE.]

CLEVELAND, Dec. 31.—It was announced today that the Purseglove-Maher Coal Company, owners of several mines in the Eastern Ohio fields, where a strike has been on since the first of April last, had organized a new company and acquired coal property in West Virginia. This probably means abandonment of the Eastern Ohio field by the company because of inability to settle the strike, Cleveland coal operators said.

COAST STEAMSHIP LINE.

American-Mexican Company Organized to Engage in Trade Below Border in the Pacific.

[BY A. P. DAY WIRE.]

SAN FRANCISCO, Dec. 31.—The American-Mexican Steamship and Trading Company has been organized here to engage in traffic between San Francisco and Santa Rosalia, La Paz, Topolobampo and Guaymas in the gulf, and to Mazatlan, Manzanillo, Acapulco and Salina Cruz on the lower coast.

The company has two vessels—the Balboa and Colon, 300 and 1000 tons respectively, which recently operated out of San Diego. These vessels have been transferred from Mexican to American register.

The Balboa will make the initial voyage in the new service from here January 10. The Colon will follow twenty days later.

Miner Kills Saloon Man.

[BY A. P. DAY WIRE.]

GOLDFIELD (Nev.) Dec. 31.—Frank Carr, a saloon-keeper, was shot dead today by Billy Murray, a miner, in a quarrel over a gambling debt.

Presumption.

PEACE PARTISANS GET HARD RAP

Are Unable to See Thing in Their Reality.

Unpreparedness will Neve Prevent a War.

Prof. Brown Says Such Tal is Purely Illusory.

[BY A. P. NIGHT WIRE.]

CHICAGO, Dec. 31.—"It is an illusory presumption to argue that because military preparedness brought about the war, military unpreparedness will prevent it," declared Prof. Philip Marshall of Princeton University at the American Political Science Association meeting here today.

"Peace advocates cannot see things as they are. Human progress is desperately slow. It takes generations to gain any considerable victories for civilization."

Prof. Brown spoke to the subject "The Theory of the Independence and Equality of States." He asserted that international law has been made by writers and publicists and not in an organized, comprehensive way. It is contended that neither individuals nor nations are equal before the law.

"There is no such thing as the independence of states," he declared. "Men abandon some of their independence when they enter society, and the moment nations recognize other nations they are not independent. If we are to succeed in the task of 'substituting law for war,' we must start afresh and lay foundations of international law on sound concrete realities."

Of world-wide disarmament, Prof. Brown said:

"It would seem obvious that it is useless to talk of disarmament before an international organization has been created to determine all the precise rights of states."

WE CAN LEAD WAY TO PEACE

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—The way to universal peace, according to Hamilton Holt, editor and peace advocate who was the principal speaker at a dinner of the Intercollegiate Socialist Society last night, is impossible until the world is politically organized.

Mr. Holt advocated an immediate world organization with a view to drawing up a code of international rules. He proposed that the United States be the first to join and form a league of peace, having disarmament as its purpose. Every other country in the world would come into the league and submit to its rules, he said, if this country would lead the way. The cost of lives in the European war would approach five million men, Mr. Holt said, and the cost in dollars he estimated at ten billion. The indirect economic loss was incalculable and the moral effect on the races involved, he said, would stretch over three or more generations.

SEEKS TO CLOSE STOCK YARDS.

Illinois Attorney-General Says the St. Louis Live Stock Exchange Is a Trust and Restricts Trade.

[BY A. P. DAY WIRE.]

BELLEVILLE (Ill.) Dec. 31.—A quo warranto suit asking that the St. Louis Live Stock Exchange be ousted from the State of Illinois on the ground that it is a trust in restraint of trade, was filed here today by the Attorney-General of Illinois.

It is declared that the exchange dominates the business of the National Stock Yards of East St. Louis, exercising "entire and absolute control," and that it is impossible for any one not a member of the exchange to transact commission business at the yards.

Accompanying request for a writ of ouster was a petition filed with Atty.-Gen. Lucey by Elbert B. Henry. Mr. Henry, in his petition, charges that the St. Louis Live Stock Exchange controls all the business in the territory tributary to the National Stock Yards, and that all commission men desiring to do business at the yards must be members of the exchange.

MISS COPE IS INDICTED

LOS ANGELES WOMAN AND COL. ALEXANDER TO BE TRIED IN CHICAGO.

[BY A. P. DAY WIRE.]

CHICAGO, Dec. 31.—An indictment charging Col. Charles Alexander, wealthy steel magnate of Providence, R. I., with violation of the Mann White Slave Act was returned in the Federal court today, together with an indictment charging attempted bribery against Miss Jessie Elizabeth Cope of Los Angeles, the woman he is alleged to have transported.

The indictment against Alexander contains ten counts and that against Miss Cope five.

Alexander is charged with having transported Miss Cope from Los Angeles to Chicago on January 23, 1913. The document also mentions a trip from Chicago to New Orleans, during which it is alleged Miss Cope was Alexander's companion.

It is specifically charged in the case of the woman that she offered E. G. Clabaugh, local superintendent of the Department of Justice, $25,000 that he would aid her in extorting $50,000 from Alexander.

Arrests in both cases were made three weeks ago. Miss Cope is in custody here, and Alexander, who is at liberty under bond, has signified his willingness to come here for trial whenever desired.

Charles F. Clyne, United States District Attorney here, said that he would bring the case into court at the earliest possible date.

CREEKS MUST HANG.

Life Term Convict at Folsom Who Killed Two Guards Goes to Gallows March 19.

[BY A. P. NIGHT WIRE.]

SACRAMENTO, Dec. 31.—Frank Creeks, life termer sentenced from Tulare county, was sentenced to hang on March 19 by Superior Judge Wells for the murder of Night Sergeant J. P. Drewry and Outside Guard Aldrich in his escape from Folsom prison last September. Creeks gave notice that he would appeal the case.

Ishkabibble.

BRAIN POWE IS STATIC

No Advancement is Since the Stone

Family Skeleton i Progress of the

People Fear to M Mental Traits K

[BY A. P. NIGHT WI

PHILADELPHIA, Dec. science can improve the by eugenics was the princ of discussion by the mem American Association fo vancement of Science at sions of the annual conven body.

"It is a question wheth man race as a whole has proved since the old ston 000 years ago. The brain the man of that period com well with that of modern clares Dr. Henry F. Osborn of the American Museum History, who spoke at a se American Society of Zo-olo elevation of the moral sen knowledge," he added, "is est contribution made by t of biology. General ethics an must make their appeal to conscience. The parents know more than those years ago and therefo more about right and We must make appeal to moral sense to prevent the of defectives into the world.

Dr. G. H. Parker of Harv cated the sterilization of all which he declared, are st creasing.

Dr. Charles P. Davenport York, said the progress of th of eugenics has been retarde fear of making family skele lic. "No family should be keep records of the physical tal traits of each of its me in this way alone can the ra tered," he declared. "School should be given information family and racial characte each of their pupils, for dir struction for each child is to bring it to its fullest devel

Prof. Stuart Paton of Prin cared: "We ought to buil tional 'brain institute' for t of the most important part of —the brain."

"Our American universities isolated to bring out the be for science. There should b tral body organized to corr efforts of the scientific men university faculties."

The exceptional child may either a great genius or a fre inal, or a great poet, or a gre with equal facility, depending system of development emplo cording to Dr. Maximilian Grosseman, director of the Association for the Study a cation of Exceptional Children ing before the educational s

"When special endowments companied with a nervous t ment of neuropathic tendenc Dr. Grosseman, "anything is The psychologist and the p must join with the educator children well balanced. Not a saved and made into useful but a majority can be saved f solute destruction."

POOR ATHLETE WINS HEIR

HARVARD STUDENT WILL RICHEST SOCIETY BUD NEW ENGLAND.

[BY DIRECT WIRE—EXCLUSIVE DISP

BOSTON, Dec. 31.—The r of a poor, but athletic Harvard and the richest society bud England has progressed to th where the engagement of Miss Sears and "Wallie" Trumbull ported. It is expected that for nouncement of the engagemen be made within a few days.

Phyllis Sears is a beautiful, plished girl, worth nearly $4,0 in her own right, fond of o sports and almost as good a player as her distinguished Eleanora Sears. "Wallie" Tr was acting captain of the H varsity football team last fall, marshal of the senior class.

His acquaintanceship with Sears grew out of a chance m following one of the big fo games.

WEDDED YEARS AGO IN J

Americans First to be Marr Flowery Kingdom Celebrate Anniversary in New York.

[BY DIRECT WIRE—EXCLUSIVE DISPA

BEACON (N. Y.) Dec. 31.—M Mrs. Sylvanus M. Davidson, who the unique honor of being the Americans married in Japan, brated their forty-fourth weddin niversary today. They were ma in Yokohama, Japan, Decembe 1870, while Mr. Davidson was i service of the United States go ment. His bride traveled 12,000 from Philadelphia to wed him.

FOUR SKATERS DROWNED.

Boys from Well-known Famili Oswego, Kan., Go Under the I Neosho River.

[BY A. P. NIGHT WIRE.]

OSWEGO (Kan.) Dec. 31.— boys ranging in ages from 12 to 15 years, were drowned, skating on the Neosho River, here today. Harold Smith, Chapman, Lewis Chapman and B Stele, all members of well-known lies of Oswego, were the victims.

SEEK DELIRIOUS PATIENT.

Prisoner Held at San Rafael Burglary Charge, Suffering Appendicitis, Escapes in Ov

[BY A. P. NIGHT WIRE.]

SAN RAFAEL, Dec. 31.—Clad in an overcoat and suffering with acute attack of appendicitis, Mar Souza, arrested here on a burgl charge, is roaming the hills of Ma county today with a posse of un sheriffs searching the country to rec ue him. While in the County J Souza developed appendicitis. He transferred to a hospital and was be operated upon today. In delir the prisoner escaped from his last night.

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Ishkabibble.

BRAIN POWER IS STATIONARY.

No Advancement is Recorded Since the Stone Age.

Family Skeleton is Stifling Progress of the Race.

People Fear to Make Their Mental Traits Known.

[BY A. P. NIGHT WIRE.]

PHILADELPHIA, Dec. 31.—How science can improve the human race by eugenics was the principal subject of discussion by the members of the American Association for the Advancement of Science at today's sessions of the annual convention of that body.

"It is a question whether the human race as a whole has greatly improved since the old stone age 125,000 years ago. The brain capacity of the man of that period compares very well with that of modern man," declares Dr. Henry F. Osborn, president of the American Museum of Natural History, who spoke at a session of the American Society of Zo-ologists. "The elevation of the moral sense through knowledge," he added, "is the greatest contribution made by the science of biology. General ethics and eugenics must make their appeal to the human conscience. The parents of today know more than those of 100 years ago and therefore know more about right and wrong. We must make appeal to the higher moral sense to prevent the bringing of defectives into the world."

Dr. G. H. Parker of Harvard advocated the sterilization of all defectives, which he declared, are steadily increasing.

Dr. Charles P. Davenport of New York, said the progress of the science of eugenics has been retarded by the fear of making family skeletons public. "No family should be afraid to keep records of the physical and mental traits of each of its members for in this way alone can the race be bettered," he declared. "School teachers should be given information about the family and racial characteristics of each of their pupils, for different instruction for each child is necessary to bring it to its fullest development."

Prof. Stuart Paton of Princeton, declared: "We ought to build a national 'brain institute' for the study of the most important part of the body —the brain."

"Our American universities are too isolated to bring out the best results for science. There should be a central body organized to correlate the efforts of the scientific men of our university faculties."

The exceptional child may become either a great genius or a great criminal, or a great poet, or a great crank with equal facility, depending on the system of development employed, according to Dr. Maximilian P. E. Grosseman, director of the National Association for the Study and Education of Exceptional Children, speaking before the educational section.

"When special endowments are accompanied with a nervous temperament of neuropathic tendency," said Dr. Grosseman, "anything is possible. The psychologist and the physician must join with the educator to make children well balanced. Not all can be saved and made into useful citizens, but a majority can be saved from absolute destruction."

POOR ATHLETE WINS HEIRESS.

HARVARD STUDENT WILL WED RICHEST SOCIETY BUD IN NEW ENGLAND.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

BOSTON, Dec. 31.—The romance of a poor, but athletic Harvard student and the richest society bud in New England has progressed to the stage where the engagement of Miss Phyllis Sears and "Wallie" Trumbull is reported. It is expected that formal announcement of the engagement will be made within a few days.

Phyllis Sears is a beautiful, accomplished girl, worth nearly $4,000,000 in her own right, fond of outdoor sports and almost as good a tennis player as her distinguished cousin, Eleanora Sears. "Wallie" Trumbull was acting captain of the Harvard varsity football team last fall, and is marshal of the senior class.

His acquaintanceship with Miss Sears grew out of a chance meeting following one of the big football games.

WEDDED YEARS AGO IN JAPAN.

Americans First to be Married in Flowery Kingdom Celebrate their Anniversary in New York.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

BEACON (N. Y.) Dec. 31.—Mr. and Mrs. Sylvanus M. Davidson, who hold the unique honor of being the first Americans married in Japan, celebrated their forty-fourth wedding anniversary today. They were married in Yokohama, Japan, December 31, 1870, while Mr. Davidson was in the service of the United States government. His bride traveled 12,000 miles from Philadelphia to wed him.

FOUR SKATERS DROWNED.

Boys from Well-known Families of Oswego, Kan., Go Under the Ice in Neosho River.

[BY A. P. NIGHT WIRE.]

OSWEGO (Kan.) Dec. 31.—Four boys ranging in ages from 12 years to 15 years, were drowned, while skating on the Neosho River, near here today. Harold Smith, Burt Chapman, Lewis Chapman and Baker Biele, all members of well-known families of Oswego, were the victims.

SEEK DELIRIOUS PATIENT.

Prisoner Held at San Rafael on Burglary Charge, Suffering from Appendicitis, Escapes in Overcoat.

[BY A. P. NIGHT WIRE.]

SAN RAFAEL, Dec. 31.—Clad only in an overcoat and suffering with an acute attack of appendicitis, Manuel Souza, arrested here on a burglary charge, is roaming the hills of Marin county today with a posse of undersheriffs searching the country to rearrest him. While in the County Jail, Souza developed appendicitis. He was transferred to a hospital and was to be operated upon today. In delirium the prisoner escaped from his bed last night.

One of the Magnificent Entrances at San Diego.

Class. Panama-California Exposition.

Foreign and Domestic Arts building.

The above picture shows the north entrance to one of the handsomest buildings in the group at the Panama-California Exposition in San Diego. The architecture here recalls the Alhambra of Spain as perhaps no other building on the whole Pacific Coast.

TO BUILD NAVAL RESERVE.

House Committee Approves Plan to Admit Men Leaving Service to List with Pay Attached.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—The Navy Department's plan for building up a naval reserve of 25,000 men by admitting enlisted men leaving the active service to a reserve list on pay was virtually agreed upon today by a House Naval Affairs sub-Committee. The plan will be submitted to the full committee next week, when completion of the annual appropriation bill is undertaken.

Consideration of the bill continued in the subcommittee today with Capt. Oliver, Chief of the Bureau of Naval Intelligence, on the stand. Discussion turned to the recent sinking of the British battleship Audacious, reports on which have greatly interested the committee. It developed that all information available indicated that official investigation had failed to reveal how the vessel met her fate.

The so-called "suppressed report" in which Rear-Admiral Swift in 1909 called attention to defects in the American naval system, has been laid before the committee. Its details were not made public.

BRYAN GOES TO ASHEVILLE.

Secretary Will Remain Until Monday at His Winter Place and Plans Trip into Indiana.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Secretary Bryan left tonight for his winter place in Asheville, N. C., to remain until Monday. The Secretary is planning a trip to Indiana early in February and will speak in Indianapolis at a Democratic banquet either February 2 or 4.

NEW RAILWAY RESTRICTION.

Representative Adamson of Georgia Would Prohibit Them from Carrying Their Own Commodities.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—A bill was introduced today by Representative Adamson of Georgia, chairman of the House Commerce Committee, to prohibit a railroad from carrying commodities manufactured, mined or produced by the road, or under its authority, or by any person or corporation under the same stock or other control and any commodity in which the road has an interest, existing or contracted for. Mr. Adamson, who is understood to be acting with administration approval, said he would press the bill for passage.

JAILED FOR LYNCHING.

Union Labor Leader of Willisville, Ill., is Arrested at Chester in Connection with Italian's Death.

[BY A. P. NIGHT WIRE.]

CHESTER (Ill.) Dec. 31.—Allen Russell, labor leader of Willisville, Ill., who was arrested in Henrietta, Okla., on a charge of murder in connection with the lynching of Albert Piazza by a mob of coal miners near Willisville, October 13, was placed in jail here today. Four others are held here under a similar charge.

Edward Biesner, an Alderman of Willisville, one of the prisoners, is endeavoring to obtain his release on bond through habeas corpus proceedings. The case will be argued before Judge Crowe next Monday.

The lynching of Piazza, an Italian miner, followed a general fight between American and Italian miners, in which two Americans and a brother of Piazza were killed. The Italian Consul at Springfield was instrumental in bringing about a grand jury investigation of the lynching.

Starters.

THIRTY NEW GOVERNORS BEGIN THEIR TERMS TODAY

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Thirty State Governors elected at the last elections will begin their terms of office with the opening of the New Year. The inauguration of these principal State executives will take place at the various State capitals during the first days of January, the States having set their inauguration days either on the first of January or on some day shortly thereafter.

Of the Governors to be inaugurated twenty-one are men newly elected and nine were re-elected. Ten are Democrats and eleven Republicans. Five of the re-elected Governors are Democrats; three are Republicans and one a Progressive. Seven of the newly-elected Republican Governors displace Democrats and six of the Democrats displace Republicans.

The Governors by States follow:

Alabama—Charles Henderson, Democrat.

Arizona—George P. Hunt, Democrat, re-elected.

Arkansas—George W. Hays, Democrat, re-elected.

California—Hiram W. Johnson, Progressive, re-elected.

Colorado—George A. Carlson, Republican, displaces Democrat.

Connecticut—Marcus H. Holcolm, Republican, displaces Democrat.

Idaho—Moses Alexander, Democrat, displaces Republican.

Iowa—George W. Clarke, Republican, re-elected.

Kansas—Arthur Capper, Republican, displaces Democrat.

Maine—Oakley C. Curtis, Democrat, displaces Republican.

Massachusetts—David I. Walsh, Democrat, re-elected.

Michigan—Woodbridge N. Ferris, Democrat, re-elected.

Minnesota—Winfield S. Hammond, Democrat, displaces Republican.

Nebraska — John H. Morehead, Democrat, re-elected.

Nevada—Emmet D. Boyle, Democrat, displaces Republican.

New Hampshire—Rolland H. Spaulding, Republican, displaces Democrat.

New York—Charles S. Whitman, Republican, displaces Democrat.

North Dakota—Louis B. Hanna, Republican, re-elected.

Ohio—Frank B. Willis, Republican, displaces Democrat.

Oklahoma—R. L. Williams, Democrat.

Oregon—James Withycombe, Republican, displaces Democrat.

Pennsylvania—Martin G. Brumbaugh, Republican.

Rhode Island—R. Livingston Beckman, Republican.

South Carolina—Richard I. Manning, Democrat.

South Dakota—Frank M. Byrne, Republican, re-elected.

Tennessee—Thomas C. Rye, Democrat, displaces Republican.

Texas—James E. Ferguson, Democrat.

Vermont—Charles W. Gates, Republican.

Wisconsin—E. L. Philipp, Republican.

Wyoming—J. B. Kendrick, Democrat, displaces Republican.

We extend you our cordial greetings for the New Year wishing that all happiness, health and the good things in life may be yours.

Desmonts

BARNET BAFF'S MURDER.

Two Men Arrested as Material Witnesses in Connection with Poultry Dealer's Assassination.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Detectives tonight arrested two men as material witnesses in connection with the murder of Barnet Baff, the New York poultry dealer, who was assassinated on the street recently by two men who escaped in an automobile.

The men taken into custody were booked as William Cymanster, 30 years old, of Jersey City, and Meyer Shine, 27, a poultry dealer of this city. Cymanster stated that he was an agent for the Teamsters' Union, according to the police, who said that he is known among his associates as "Lukey Doyle."

POLICE REPORTER ELOPES.

Former Los Angeles Newspaper Man Weds Daughter of Richmond (Va.) Official at Washington, D. C.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

RICHMOND (Va.) Dec. 31.—Roy C. Fitzgerald, police reporter on the News Leader, an afternoon newspaper, who came here five years ago from Los Angeles, eloped to Washington with Miss Winnie Sowell, telephone operator in the News Leader office. John R. Crown, Washington correspondent of the paper, acted as best man, after the services of a minister had been procured there.

Fitzgerald did police work for the Detroit News for several years before going to the Coast. His bride, a strikingly handsome brunette, is the daughter of Police Capt. Sowell of the Richmond force.

NOTE THE NAME

CELESTINS VICHY

(FRENCH REPUBLIC PROPERTY)

PRICES NOW the same as before the War

Normal shipments from France have now been resumed and this famous Mineral Water can be readily supplied by all Dealers.

Sold in QUARTS, PINTS and SPLITS

CELESTINS CELESTINS

NEW HOME

"1913 Rotary"

Sewing Machine.

R. B. MOOREHEAD, Gen. Mgr.

318 West Third Street.

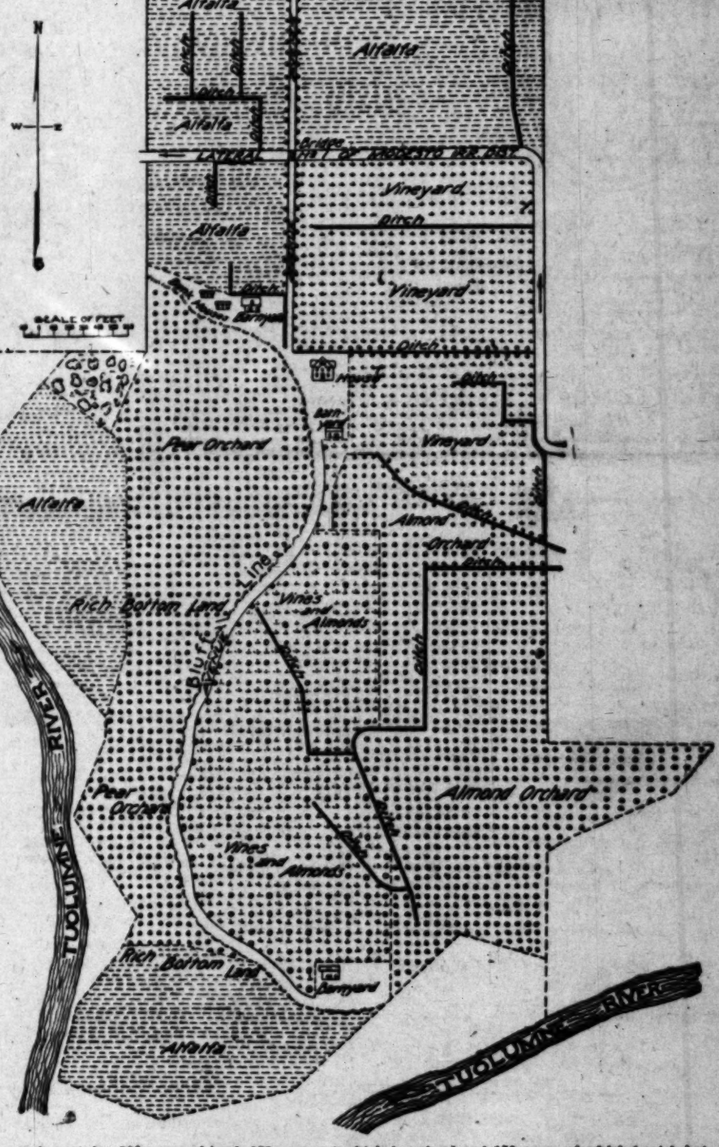
Between Broadway and Hill.

Phone F2331. Main 8890.

We Are Painless Dentists

And yet there are people who go to their dentist, wait in an agony of apprehension for their call to his chair and sit in justified fear and trembling while he probes and grinds and cleans and scours and hurts, hurts, HURTS! Simply because they have not been made to appreciate to the full how absolutely unnecessary is any pain. Yale Dentists, 444 South Broadway, Third Floor, Parmalee-Dohrmann Building.

The Finest Improved Farm in San Joaquin Valley for Sale



My ranch contains 523 acres of land, 373 acres of which is upland and 150 acres of which is rich bottom land. It is situated in a very thickly settled community on the Waterford Road (the official road leading into the Yosemite Valley,) 7½ miles east of Modesto, a city of eight thousand population and considered to be the most up-to-date and thriving community in the San Joaquin Valley. The nearest shipping station is Empire, on the Santa Fe two miles from the ranch. It is considered one of the most highly improved ranches in the Modesto Irrigation District, fully equipped with machinery and stock, the soil being the rich San Joaquin Valley sandy loam.

I have 160 acres in alfalfa, good stand, well ditched and boxed.

100 acres almonds, six to eight years old, said to be the most beautiful almond orchard in Stanislaus county.

150 acres planted to grapes, six to seven years old, of which 75 acres are checked and leveled in one acre checks.

75 acres planted to almonds, every third vine being removed and a tree planted.

40 acres in Summer Bartlett Pears, four to seven years old, in the river bottom, the most beautiful young pear orchard in California; will be a big money maker.

The possible income of this ranch, when the trees and vines mature, according to expert opinion, will be:

175 acres almonds, ½ ton to acre, 87½ tons at $220.00 per ton	$19,250.00
40 acres pears, 10 tons to acre, 400 tons at $40.00 per ton	16,000.00
160 acres alfalfa, 7 tons to acre, 1120 tons at $8.00	8,960.00
150 acres grapes, 8 tons to acre, 1200 tons at $12.00	14,400.00
	$58,610.00

EXPENSES:

87½ tons almonds at $40 per ton	$ 3,500.00
400 tons pears at $2.50 per ton	1,000.00
1120 tons alfalfa at $1.00	1,120.00
1200 tons grapes at $2.50	3,000.00
Pruning and plowing	3,000.00
All taxes	1,000.00
	$12,620.00

Showing a net income of $46,000.00 a year

My price is $285.00 per acre fully equipped, and it is by far the most highly improved and cheapest ranch for sale in California today at that figure. Never has been advertised for sale before. There is the most beautiful home site on this ranch of any place on the Tuolumne River. An electric railroad has been surveyed along the north side of my ranch, which will probably be finished within the next year.

Easy terms and low rate of interest.

My reason for selling is that I have other extensive interests which require my time.

J. J. McMahon, Owner

1521 "I" St., Modesto, Stanislaus County, Calif.

Proclamation

Come to California

Greetings

To the Inhabitants of the Earth:

We bid you come to golden California and assure you of a golden welcome. We open our gates and our hearts to you. We promise you good entertainment, good weather and good cheer. Come! Come to revel in our sunshine and our orange blossoms. Come to enjoy our wonderful climate. Come to see our two Great Fairs. Come to see our flower shows. Come to visit Los Angeles, the world's wonder city. Come!

We, the undersigned, indorse the sentiments of *THE LOS ANGELES TIMES* as expressed above, and join with it in its invitation to the *Citizens of Elsewhere* to come and abide in our midst and partake of our great prosperity.

H. H. Rose, Mayor of Los Angeles, City

J. A. Berenman

Elit Clark

Harriet Evans, Typewriting

M. A. Connard Co.

American Steam Laundry Co.

LOS ANGELES CAN CO.

Bowen Metal Furniture Co., By J. W. Bowen

County Trust & Savings Bank, By J. F. Sartori, Treas.

HARBOR, PICKARD & BICONE

EARL COWAN COMPANY

The Virginia Hotel Co., Lessee Ross Co.

PIONEER PAPER CO.

Los Angeles Shoe Co., By J. B. Fortmann, Pres.

HIBERNIAN SAVINGS BANK, By Geo. J. Edwards, Cashier

JOANNES BROTHERS CO., By E. C. Joannes, Pres.-Treas.

GEO. P. IDE & CO.

PACIFIC MINERAL PRODUCTS COMPANY, Geo. Zimmermann, C. H. Lommel

J. M. OVERELL FURNITURE CO., A. C. Overell, V. Pres. & Mgr.

Rotary Manufacturing Company, Clyde Workman, Manager

Kinney Bros. Co., Chas. L. Kinney, Pres.

WILSON & WILLARD MFG. CO., C. B. Wilson, Pres.

The Sunset Terminal Warehouse Co., By Clyde Ellwood, Gen. Mgr.

D. N. & E. Walter & Co., The Wood, Manager

Globe Grain & Milling Co., By Wm. R. Keller, President

The Southern California Supply Co., Carl Chapman

William N. Kennedy

Agnes McDaid, Assistant Secretary of Commerce

R. A. Rowan & Co.

Alex Mandl & Co., By Alex Mandl

Fowler Brothers

Walter K. Smith Co., By Walter K. Smith

EXCELSIOR LAUNDRY, N. Borfiglio

Lacy Manufacturing Co., By Wm. Lacy

THE PACIFIC MUTUAL LIFE INSURANCE COMPANY OF CALIFORNIA, By Geo. I. Cochran, President

POWERS INVESTMENT CO., By John A. Powers, Pres.

THE TAY COMPANY of Los Angeles

WARREN & DALEY MFG. CO., J. J. Warren, Pres.

O. H. Wolfskill Co.

Fred E. White, Secretary

Arnold Dohrmann Co., C. H. Dannenbrink, Pres.

C. H. Seabolt & Son, By Chas. H. Seabolt

Charles R. Hadley Co., Chas. R. Hadley

THE ROSS MFG. CO., (Inc.), By H. H. Ross, Secy.

Bertha Fitch, Montclair

John Fahey Sullivan

MADSEN IRON WORKS, M. Madsen

Howland & Ducey Co., By W. Bakt, Secy.

CALIFORNIA TRUCK COMPANY, Geo. Sanderson

Beerman & Hendley, By Mrs. M. C. Beerman, Mgr.

Geo. H. Lesh Co.

A. BROWNSTEIN, By D. Brownstein

Harrison Construction Co.

H. J. Mahl Co.

Mary Higgins, Secretary of Commerce

R. A. Rowan & Co.

Bishop & Co.

Fowler Brothers

Bradbury & Co., By A. A. Bradbury, Asst.

Stanton Garrett Co., By W. Stanton, Jr.

Ralph Berg

CALIFORNIA PINE BOX & LUMBER CO., J. Todd Cook, Secretary

J. Todd Cook

THE UNION LITHOGRAPH COMPANY, J. Hubbard, Vice President and Manager

Hercommer Hardware Co., By Alfred Hercommer, Vice Pres.

A. V. FERGUSON MARATHON RUBBER HEELS LEATHER AND FINDINGS, A. V. Ferguson

THE LAZARUS STATIONERY CO., S. Cohen

ILLINOIS-PACIFIC GLASS CO., Harold D. Judell

HIPPODROME THEATRE, Lesley J. Heaver, Lessee and Manager

Crown Williamette Paper Co., S. A. Smith, Resident Manager

A. J. HOLL PLANING MILL CO., A. J. Holl, Ben Fein, H. Britton

UNITED CASTING CO., Fanning Foundry

LANTEL PRODUCE COMPANY, Lantel Candies Co.

LOS ANGELES TANNING CO., Inc., H. Schutz, Mgr.

THE WM. H. HOEGEE CO., Inc., W. H. Hoegee, Mgr.

DROMGOLD-SCHROEDER CO., C. H. Schroeder, Pres. & Treas.

Frank Martens

Paul N. Jaberg

Western Electric Co., By Thos. E. Bryce

New York Cloak & Suit House, J. J. Haggarty, W. W. Tuckhoff

PEOPLES CLOAK & SUIT HOUSE Inc., Michael & Bruce

Ed. J. M. Hahl Co.

Thos. Duncan, Treasurer

Wm. M. Ewart & Co.

Edw. Mathie

Carl Schaden

Bohler Chemical Co., By E. A. Bohler, Pres.

CALIFORNIA SOAP CO., Robt. J. Weaver, Vice-Pres.

ST. ELMO CIGAR CO., Ben S. Jarrett

Ville de Paris, Gluesenkamp, Prop.

Loeb, Fleishman and Co., By Geo. Loeb, Jr., A. L. Loeb

THE UNION ICE CO., Arnold M. Fry, Supt.

BYRON JACKSON IRON WORKS, E. F. Mears, Mgr.

PACIFIC MUTUAL LIFE INSURANCE COMPANY

Meyer Bros. Drug Co.

Bon Brod, Capitania

John Spigel

CRESCENT CREAMERY CO., By S. A. W. Cannon, Mgr.

Fairchild-Gilmore-Wilson Co.

LOS ANGELES MFG. CO., Geo. Rennick, Pres.

The California National Bank of Los Angeles, Cal., H. Peters, President

The Jaynes Co. Inc., T. W. Jaynes, Pres.

LYON-McKINNEY-SMITH CO., T. McKinney, Pres.

Haas, Baruch & Co., By Karl Strutt, V. P.

Burns Shoe Co., By Jamie P. Burns

G. D. ROBERTSON & COMPANY, G. D. Robertson, President

F. O. Engstrum Co., By H. W. Bryson, Mgr.

KAHN-BERK CO., John Kahn, Pres.

Wellman-Peck Bank, Jerry Gillman, Pres.

Hawley, King & Perkins Co., Inc.

Palace Market Meat and Provision Co., Inc., M. Hardesty, Pres.

CRENSHAW SECURITY COMPANY, By C. H. Crenshaw

THOMPSON MFG. CO., Los Angeles, Cal., Wm. E. Thompson

MERCHANTS ICE & COLD STORAGE CO., By J. P. Dunn, Cashier

WESTERN LITHOGRAPH CO., W. K. Davidson, Pres.

WRANA, KING & CO., R. O. Wrana

T. F. McDonald

HOME SAVINGS BANK, By J. M. Haig, Mgr. of Ad. Dept.

Robertson

THE McCARTHY COMPANY, Esther McCarthy

H. W. CUNNINGHAM CO., H. W. Cunningham, Pres.

COLYEAR'S VAN & STORAGE CO., 259 So. Main St., Los Angeles, Cal., By Curtis Colyear

LAYNE & BOWLER CORPORATION, W. Layne, Vice-Pres.

Smith & Booth & Usher Co., H. Usher, Pres.

Sullivan Hdwe. Co., By Sullivan

WESTERN COOPERAGE CO., Chas. J. Wagner, Mgr.

Independent Brewing Co.

PACIFIC NEWS & STEEL CO., H. Huggins, Mgr.

EDWIN H. FLAGG SCENIC CO., Per Edwin H. Flagg

LOS ANGELES FURNITURE CO., A. G. Steiger, V. P.

GOLDEN CROWN BUTTER, K. A. Hartzdale, Pres. & Mgr.

A. W. Blue

Nathan Adler & Son

Jas. W. Baldwin

K. A. Unruh

Edgar Stern

MATHEWS PAINT CO., Inc., By D. M. Mathews, Mgr.

Hotel Ansonia, Wm. Fleischmann, Mgr.

The American Drug Co., U. M. Pinkham, Pres.

Morse & Cottrell Company, E. Boyd, Mgr.

Hotel Stowell, W. Stowell, Landlord

L. W. STOCKWELL CO., N. N. Bromley

Levy Hatted, By Levy Hatted

A. B. Macbeth

John A. Phillips

Overland Schultz

FULTON ENGINE WORKS, By Nelson Bell, Pres.

OIL WELL SUPPLY CO., By John M. Sands

COULTER DRY GOODS CO., Coulter Dry Goods Co.

C. A. Bellows

H. W. JOHNS-MANVILLE CO., P. C. Kimball, Mgr.

Los Angeles Creamery Co., By Wm. A. Platt, Pres.

Donavan & Seamans Co.

WHITING-MEAD COMMERCIAL CO., Perry Whiting, Mgr.

Whiting-Mead Mgr.

The California National Supply Co., H. T. Hewett, Mgr. Speed Dept.

A. W. Blue

Nathan Adler & Son

E. C. Atkins

NEPTUNE METER CO., J. Pinkerton

Brunswig Drug Co., Chas. Brunswig

F. Earl Lobsitz

Mark Keppel, County Superintendent of Schools

John R. Bradwell

Pickwick Hotel, J. C. Haggerty

Newell Mathews Co., Bryant Mathews, Pres.

PACIFIC COAST BEEF & PROVISION CO., Per J. Johnson, Vice-Pres. and Gen'l Mgr.

WESTERN GAS ENGINE CORPORATION

SIMMONS MANUFACTURING COMPANY, By H. H. Daniels, Mgr.

CALIFORNIA LAND & WATER CO., John R. Woodbridge, Mgr.

GERMAIN SEED & PLANT CO., Per

SCRIVER & QUINN, Inc

Leo Altman

PORTRATE & REED, By Reed

ALLENDALE PAPER COMPANY, By J. Brandt, Manager

A. B. Kaus

ELKEN-SIMPSON FRUIT CO., J. M. Elkenbrey, Pres.

WESTERN WHOLESALE DRUG CO., Inc., Per L. Schiff, Vice-Pres.

LOGAN A. BRYAN, Per L. W. Stott

C. J. Hayler

ALEXANDRIA HOTEL CO., A. C. Billings

J. Rasor Cleek

MUIR, By D. J. Muir

Manufacturers Box Co., Per H. H. Hunter

THE BUNGALOW DRUG CO., Per H. H. Burford

KASPARE COHN ESTATE BANK, Milton Getz, Pres.

C. A. Baker

Washington Iron Works, Per Graham

Frank H. Hart

A. E. Little Co., By Gray

NATIONAL CHEMICAL CO. OF CALIFORNIA, By Bowers

FORVE PETTEBONE CO., Philip Howe, Asst.

MUSE, LORIS, WALKER CO., Per H. A. Davis

C. W. Sargent

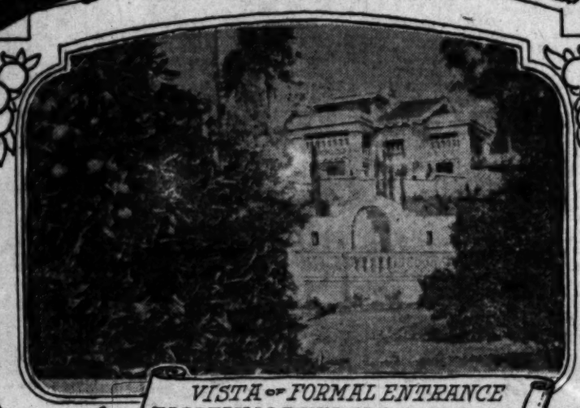
CALIFORNIA GARDENS

RECENTLY DESIGNED AND BUILT BY

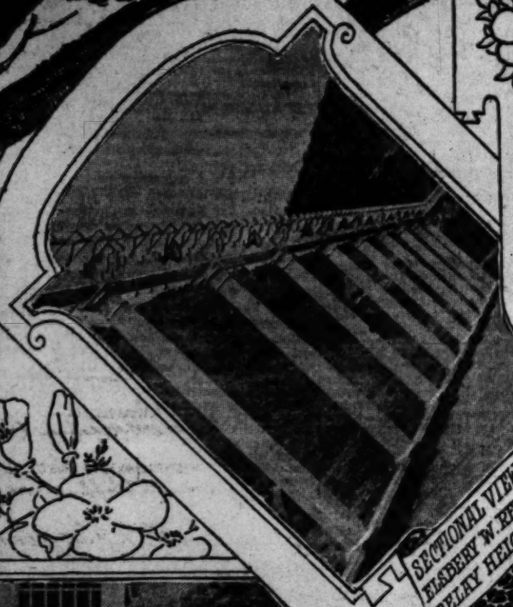
PAUL J. HOWARD

THE CALIFORNIA LANDSCAPE ARCHITECT.

LOS ANGELES CAL.



VISTA OF FORMAL ENTRANCE
ELSBERY W. REYNOLDS RESIDENCE
RELAY HEIGHTS - POMONA, CAL.



SECTIONAL VIEW OF TENNIS COURT
ELSBERY W. REYNOLDS RES.
RELAY HEIGHTS - POMONA CAL.

SCENE IN WATER GARDEN
H. JEVNE RESIDENCE
PASADENA, CAL.

SIDE ENTRANCE & VIEW PAVILION
ELSBERY W. REYNOLDS RESIDENCE
RELAY HEIGHTS - POMONA CAL.

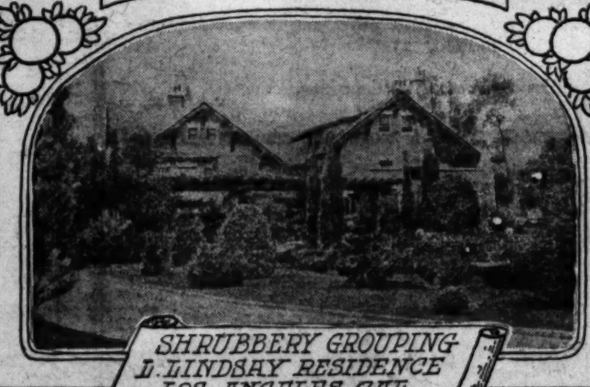
CORNER OF JAPANESE GARDEN
HAUNCEY D. CLARKE RESIDENCE
LOS ANGELES CAL. V3

GARDEN ENTRANCE GATE
FLORENCE P. HALSTEAD RES
LOS ANGELES CAL

VISTA IN W. J. HOLE GARDEN
RIVERSIDE CAL.

ENTRANCE PLANTING
HARRIS - BUNGALOW
LOS ANGELES CAL.

FORMAL GARDEN
E. T. STIMSON'S RESIDENCE
LOS ANGELES CAL.



SHRUBBERY GROUPING
D. LINDSAY RESIDENCE
LOS ANGELES CAL.

GARDEN LOUNGING PAVILION
E. T. STIMSON RESIDENCE
LOS ANGELES, CAL

Phrased by Wilson.

(Continued from First Page.)

ernment's views in order that His Majesty's government may be fully informed as to the attitude of the United States as to the policy that has been pursued by His Majesty's authorities during the present war.

"I am, therefore, directed to communicate to you the following statement, and at the same time to assure you that it is made in the most friendly spirit."

The American protest continues to be the foremost topic in the English papers. Sir Edward Grey, the British Foreign Secretary, and Ambassador Page had a conference concerning it today. It is understood that Great Britain will make reply to the note in a few days, probably next week.

Speaking for the Foreign Office, the press bureau this evening denied the suggestion published in the London Times that its previous statement on the time the American note was received by the Foreign Office was issued with the intention of charging the American government with discourtesy in giving the contents of the note to the newspapers before it had been received by the Foreign Office. The statement of the bureau says this suggestion is "totally unfounded."

Continuing, the announcement says:

"There has been no discourtesy whatever on the part of the State Department at Washington or the American Embassy in London. On the other hand, it must be clearly understood that when this note was sent to the Foreign Office there was no discourtesy or delay there either on the part of officials or of the Secretary of State."

The Foreign Office explains, in discussing the controversy as to the precise time of delivery of the note, that it was not received up to a late hour Tuesday evening.

"Communications not telegraphed, which are received after 8 p.m., are not in the ordinary course opened or forwarded to responsible executive officials unless there is some indication that they refer to matters requiring immediate attention," says the press bureau announcement, made on behalf of the Foreign Office. It is not known at exactly what hour the note was delivered at the Foreign Office, but the envelope containing it was not marked "immediate" and was opened in the ordinary course on the morning of the 30th.

Every Word of It.

FULL TEXT OF THE NOTE FROM U.S. TO BRITAIN.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—By mutual agreement between the State Department and the British Foreign Office, the full text of the note sent by the United States to Great Britain, insisting on an early improvement in the treatment of American commerce by the British fleet, was made public here tonight.

The full text follows:

"The Secretary of State to the American Ambassador at London.

"DEPARTMENT OF STATE,
"Washington (D. C.) Dec. 26, 1914.

"The present condition of American foreign trade resulting from the frequent seizures and detentions of American cargoes destined to neutral European ports has become so serious as to require a candid statement of the views of this government in order that the British government may be fully informed as to the attitude of the United States toward the policy which has been pursued by the British authorities during the present war.

"You will, therefore, communicate the following to His Majesty's principal Secretary of State for Foreign Affairs, but in doing so you will assure him that it is done in the most friendly spirit and in the belief that frankness will better serve the continuance of cordial relations between the two countries than silence, which may be misconstrued into acquiescences in a course of conduct which this government cannot but consider to be an infringement upon the rights of American citizens.

"The government of the United States has viewed with growing concern the large number of vessels laden with American goods destined to neutral ports in Europe, which have been seized on the high seas, taken into British ports and detained sometimes for weeks by the British authorities. During the early days of the war this government assumed that the policy adopted by the British government was due to the unexpected outbreak of hostilities and the necessity of immediate action to prevent contraband from reaching the enemy. For this reason it was not disposed to judge this policy harshly or protest it vigorously, although it was manifestly very injurious to American trade with the neutral countries of Europe. This government, relying confidently upon the high regard which Great Britain has so often exhibited in the past for the rights of other nations, confidently awaited amendment of a course of action which denied to neutral commerce the freedom to which it was entitled by the law of nations.

"This expectation seemed to be rendered the more assured by the statement of the Foreign Office early in November that the British government was satisfied with guarantees offered by the Norwegian, Swedish and Danish governments as to non-exportation of contraband goods when consigned to named parsons in the territories of those governments, and that orders had been given to the British fleet and customs authorities to restrict interference with neutral vessels carrying such cargoes so consigned to verification of ship's papers and cargoes.

"It is, therefore, a matter of deep regret, that, though nearly five months have passed since the war began, the British government have not materially changed their policy, and do not treat less vigorously ships and cargoes passing between neutral ports in the peaceful pursuit of lawful commerce, which belligerents should protect rather than interrupt. The greater freedom from detention and seizure which was confidently expected to result from consigning shipments to definite consignees, rather than 'to order,' is still awaited.

"It is needless to point out to His Majesty's government, usually the champion of the freedom of the seas and the rights of trade, that peace, not war, is the normal relation between nations, and that the commerce between countries which are not belligerents should not be interfered with by those at war unless such interference is manifestly an imperative necessity to protect their national safety and then only to the extent that it is a necessity. It is with no lack of appreciation of the momentous nature of the present struggle, in which Great Britain is engaged, and with no selfish desire to gain undue commercial advantage, that this government is reluctantly forced to the conclusion that the present policy of His Majesty's government toward neutral ships and cargoes exceeds the manifest necessity of a belligerent and constitutes restrictions upon the rights of American citizens on the high seas which are not justified by the rules of international law or required under the principle of self-preservation.

"The government of the United States does not intend at this time to discuss the propriety of including certain articles in the lists of absolute and conditional contraband, which have been proclaimed by His Majesty. Open to objection as some of these seem to this government, the chief ground of present complaint is the treatment of cargoes of both classes of articles when bound to neutral ports.

"Articles listed as absolute contraband, shipped from the United States and consigned to neutral countries, have been seized and detained on the ground that the countries to which they were destined have not prohibited the exportation of such articles. This government is further perplexed by the apparent indecision of the British authorities in applying their own rules to neutral cargoes. For example, a shipment of copper from this country to a specified consignee in Sweden was detained because, as was stated by Great Britain, Sweden had placed no embargo on copper. On the other hand, Italy not only prohibited the export of copper, but, as this government is informed, put in force a decree that shipments to Italian consignees or 'to order' which arrive in ports of Italy cannot be exported or transported.

"The only exception Italy makes is of copper which passes through that country in transit to another country. In spite of these decrees, however, the Foreign Office has thus far declined to affirm that copper shipments consigned to Italy will not be molested on the high seas. Seizures are so numerous and delays so prolonged that exporters are afraid to send their copper to Italy, steamship lines refuse to accept it and insurers refuse to issue policies upon it. In a word, a legitimate trade is being generally impaired through uncertainty as to the treatment which it may expect at the hands of the British authorities.

"We feel that we are abundantly justified in asking for information as to manner in which the British government proposes to carry out the policy which they have adopted, in order that we may determine the steps necessary to protect our citizens, engaged in foreign trade, in their rights and from the serious losses to which they are liable through ignorance of the hazards to which their cargoes are exposed.

"In the case of conditional contraband the policy of Great Britain appears to this government to be equally unjustified by the established rules of international conduct. As evidence of this, attention is directed to the fact that a number of the American cargoes which have been seized consist of foodstuffs and other articles of common use in all countries which are admittedly relative contraband. In spite of the presumption of innocent use because destined to neutral territory, the British authorities made these seizures and detentions without, so far as we are informed, being in possession of facts which warranted a reasonable belief that the ships had really a belligerent destination as that term is used in international law. More suspicion is not evident and doubts should be resolved in favor of neutral commerce, not against it. The effect upon trade in these articles between neutral nations resulting from interrupted voyages and detained cargoes is not entirely cured by reimbursement of the owners for the damages which they have suffered after failing to establish an enemy destination. The injury is to American commerce with neutral countries as a whole through the hazard of the enterprise and the repeated diversion of goods from established markets.

"It also appears that cargoes of this character have been seized by the British authorities because of a belief that, though not originally so intended by the shippers, they will ultimately reach the territory of the enemies of Great Britain. Yet this belief is frequently reduced to a mere fear in view of the embargoes which have been decreed by the neutral countris, to which they are destined, on the articles composing the cargoes.

"That a consignment 'to order' of articles listed as conditional contraband and shipped to a neutral port, raises a legal presumption of enemy destination appears to be directly contrary to the doctrines previously held by Great Britain and the United States stated by Lord Salisbury during the South African war:

"'Foodstuffs, though having a hostile destination, can be considered as contraband of war only if they are for the enemy forces. It is not sufficient that they are capable of being so used, it must be shown that this was in fact their destination at the time of their seizure.'

"With this statement as to conditional contraband, the views of this government are in entire accord, and upon this historic doctrine, consistently maintained by Great Britain when a belligerent as well as a neutral, American shippers were entitled to rely.

"The government of the United States readily admits the full right of a belligerent to visit and search on the high seas the vessels of American citizens or other neutral vessels carrying American goods, and to detain them when there is sufficient evidence to justify a belief that contraband articles are in their cargoes; but His Majesty's government judging by their own experience in the past, must realize that this government cannot without protest permit American ships or American cargoes to be taken into British ports and there detained for the purpose of searching generally for evidence of contraband or upon presumptions created by special municipal enactments which are clearly at variance with international law and practice.

"This government believes and earnestly hopes His Majesty's government will come to the same belief, that a source of conduct more in conformity with the rules of international usage, which Great Britain has strongly sanctioned for many years, will in the end better serve the interests of belligerents as well as those of neutrals.

"Not only is the situation a critical one to the commercial interests of the United States, but many of the industries of this country are suffering because their products are denied long-established markets in European countries which, though neutral, are contiguous to the nations at war. Producers and exporters are pressing, and not without reason, for relief from the menace to trans-Atlantic trade which is gradually but surely destroying their business, and threatening them with financial disaster.

"The government of the United States still relying upon the deep sense of justice of the British nation, which has been so often manifested in the intercourse between the two countries during so many years of uninterrupted friendship, expresses confidently the hope that His Majesty's government will realize the obstacles and difficulties which their present policy has placed in the way of commerce between the United States and the neutral countries of Europe and instruct its officials to refrain from all unnecessary interference with the freedom of trade between nations which are sufferers, though not participants in the present conflict; and will in their treatment of neutral ships and cargoes conform more closely to those rules governing the maritime relations between belligerents and neutrals, which have received the sanction of the civilized world and which Great Britain has in other wars so strongly and successfully advocated.

"In conclusion, it should be impressed upon His Majesty's government that the present condition of American trade with the neutral European countries is such that if it does not improve, it may arouse a feeling contrary to that which has so long existed between the American and British peoples. Already it is becoming more and more the subject of public criticism and complaint. There is an increasing belief, doubtless not entirely unjustified, that the present British policy toward American trade is responsible for the depression in certain industries which depend upon European markets. The attention of the British government is called to this possible result of their present policy to show how widespread the effect is upon the industrial life of the United States, and to emphasize the importance of removing the cause of complaint."

PRISONERS WELL TREATED.

Chandler Anderson Says He Found No Case of Inhumanity in German Military Camps.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Reporting upon his personal inspection of German military detention camps, Chandler Anderson, former solicitor of the State Department, has reported that he found no cases of maltreatment of prisoners of war. In some respects, he said, there was room for improvement in the conditions under which prisoners were held, but generally this was due to circumstances which made it impossible for the captors to do better.

Mr. Anderson, who is now in Washington, was commissioned a special agent of the American government to observe the treatment of prisoners in the war zone. The general nature of his findings, made public in London upon his return from the continent, is confirmed in the official report submitted to the department.

The inspections did not extend to detention camps in which civilians are held.

Insular.

WOULD RETAIN PHILIPPINE

Needed as Strategical Po... Worcester's Opinion.

Thinks Uprising Danger... to the Lower Classes.

Says Manila is Weak b... not Corregidor Forts.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Re... tion of the Philippine Islands by ... United States for purposes of ... strategy in event of war with a ... eign nation, such as Japan, was ad... vocated today by Dean C. Worcester, ... tifying before the Senate Philip... Committee on the bill to enlarge ... Ippine self-government. Mr. Wor... ter formerly was Secretary of the ... terior in the Philippines and was id... tified for many years with the Phi... pine government.

In addition to his discussion of ... military importance of the isla... Mr. Worcester told the committe... had private dispatches that the p... ent disturbance in the islands was ... significant in accomplishments, ... dangerous on account of agitatio... the lower classes. He said peo... was the greatest practical evil on ... islands, and that slavery still ex... He urged the committee not to ... tempt by force to eradicate polyg... from among the Moros, but to a... it to die out as the result of fri... teachings.

WOULD SAVE TRIBES.

Finally Mr. Worcester pleaded ... the committee to save the non-C... tian tribes from extermination by ... Filipinos, which, he said, would ... threatened if local self-governm... was granted and urged that the ... be amended by providing for a ... tenant-Governor for the non-Chri... tribes to be appointed by the Presi... and to have the power to annul ... lation touching these tribes. ... statements regarding the strateg... importance of the Philippines ... lowed the remark by Chairman H... cock that some persons advoc... American withdrawal from the isl... without regard to the interest of ... Philippines in order to avoid the ... sibility of involving the United S... in war.

Mr. Worcester declared it was ... to deny that Japan could lan... armed force in the islands, and ... it would be impossible to prevent ... long the fall of Manila. The ga... of the control of the Bay of Ma... however, he urged, would be a ... different matter, and so strongly fo... fied was Corregidor that this ... base should be able to hold out a ... before being taken.

"We need a naval station in the ... East," continued Mr. Worcester, "... only to protect our shores, but to co... a war into the lands of the en... and require it to keep its fleet in ... own path. If we were swept off ... ocean we must have a station in ... east."

Concluding, he said if the Filip... who are afraid to utter their true ... lief as to independence should be ... to face with the United States w... drawing from the islands or rem... ing, "the fate of Belgium would ... fluence them to implore this nati... remain."

PRIVATE DISPATCHES.

Private dispatches from Ma... saying the recent disturbances in ... Philippine Islands, though dange... were insignificant in accomplish... were laid before the committee.

The dispatches came yest... from Mr. Worcester's friend, F. ... McDonnell, a Manila editor, and ... their accuracy Mr. Worcester vou... to the committee. The dispa... read:

"General commanding Corps ... denying the rumor regarding ... arming of scouts. Mob in bota... garden scattered by the police be... time set for uprising. Arre... twenty bolomen. Movements w... Quite well organized. Ricarte c... nected with them.

"Drastic measures required to p... vent it from spreading. It is ge... ally believed the disturbance is b... influenced by widespread idea o... wrong interpretation of promise... administration in circulation by ... ticians among ignorant masses. ... eigners apprehensive. Great n... have applied for first arms per... Impossible to do anything to corro... rate many facts. Witnesses are ... bidden to give information. Gov... ment will not allow us to see d... ments seized by army. Uprising ... significant in accomplishment, ... dangerous on account of poten... agitation of lowest classes.

"Similar to 1896. Have arre... men in Manila. Main leaders ... not been apprehended. Commu... tions secured indicating Ameri... were to be attacked. Property ... confiscated or destroyed. There ... evidence that property-owning ... tives are involved. No Ameri... connected with uprising.

[Signed] "P. G. M'DONNELL."

SENTIMENT IN ISLANDS.

Mr. Worcester gave it as his o... ion that the disturbances were ... might be expected if independ... was granted. He declared Philip... politicians "who love to fish ... troubled waters" were in favor of ... mediate independence, meaning ... independence for them to hold ... with the United States navy in ... harbors to prevent international ... plications. He added that the "... sentiment" of the islands was in f... of independence, but the pre... nating real sentiment was oppose... it. The witness declared that fe... vengeance prevented many from ... tering their true views.

Mr. Worcester was asked for ... opinion of what would happen ... dependence within the next three ... four years were granted.

QUARRELS FOR OFFICE.

"Quarrels for office would sp... up in the first instance," he rep... "The elections would soon be ... farces. Shortly the feeling be... the different factions would resu... bloodshed and anarchy. Not ... long afterward there would be ... gression against foreigners gr... out of the disorder, and that ac... sion would be made a pretex... some foreign power for seizing ... Islands."

A phrase "have issued arms to ... employees," contained in the ori... dispatch was eliminated by Mr. ... Donnell in a later message and ... Worcester told the committee he ... lieved the statement cancelled ... untrue.

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Try Murine Eye Remedy for Red, Weak, Watery and Granulated Eyelids. No smarting—Just Comfort. Write for Book of the Eye, by Mail. Murine Eye Remedy Co., Chicago.

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The Magazine Section of the Sunday issue of The Times is replete with captivating travel stories, well written descriptive matter of historic interest, fascinating fiction, and other cleverly written articles of general interest.

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—PUBLISHERS—
TIMES BUILDING LOS ANGELES, CAL.

"The paper on which this edition is printed was manufactured by the Williamette Pulp & Paper Company."

In the ...

All the plants and flowers indige... exposition opened to the wor... quainted in this building with ... and bloom under one roof.

Gates of Magic City Op...

(Continued from First Page.)

now finished and ready. They h... been made beautiful by the ma... genius of an artist and form fit... decoration to this magic city wh... has sprung up on these barren l... within the past two years. We ... justly proud of the people of our c... who, alone and unaided, have m... this grand achievement possible. T... typify the highest standard of c... zenship. It seems that every artis... who has had to do with this gr... work has been inspired with a sp... of civic pride and now, sir, in beh... of the commission, I surrender to y... full jurisdiction over this part of ... park for a period of one year, u... January 1, 1916, to be returned ... that time—a lasting heritage to ... citizens of San Diego, to have and ... enjoy its beauties forever."

In receiving them, Mayor O'Ne... held them only long enough to pres... them to President Davidson.

Mr. O'Neall said:

"Yours is indeed a welcome pr... entation, Mr. Park Commissioner, a... the fitting crown to these grounds ... all about us tonight, portrayed ... works of art and landscape, buildi... and avenues.

"Tonight, my friends, San Die... stands upon the summit of succe... and as we look back over the ... long years of labor and sacrifice a... then at these magnificent monume... commemorating human accomplis... ment, we can with satisfaction sa... 'It is well.' Again we look, and fr... this summit, the future, bright as t... millennial dawn, stretches before ... and in the dim distance we see t... San Diego of our dreams—the m... tropolis of the great West, the st... of cities built by love and hard lab... upon the foundation stones of loc... tion, harbor, climate, soil and exp... sition.

"Mr. President of the Panama-Ca... fornia Exposition, by the authori... vested in me as Mayor, and in th... name of our citizenship, I entrust ... you during 1915, these grounds a... buildings, mute representatives ... love, labor and sacrifice. May yo... every energy be to so manage th... enterprise that great glory and e... lightenment may be the portion of a... mankind, and that honor and prestig... may be reflected on San Diego."

George W. Marston, president o... the Panama-California Exposition ... Commission, then spoke, as follows:

"Here, on this hill of Balboa Par... we today dedicate the Californi... building. We dedicate it to noble use... the study of life, the history of ma... the sciences and arts, the high thing... of the mind and spirit.

"How fitting that such object... should find shelter in a stately tem... ple. Through the genius of a grea... architect, Bertram Grosvenor Good... hue, a temple of such nobility an... beauty has arisen from this ground ... that one might well inscribe upon its ... doors: 'Let only the reverent and ... thoughtful enter here.'

"Behold the broad, spreading dome ... catching the light of rising and set... ting sun; look upward to the glori... ous tower rising so serenely to the ... sky; observe with quiet thoughtful... ness the figures of saints and heroes ... which adorn the southern front. Do ... they not set forth the past and pres... ent of California's life? Are they not ... true symbols of her glowing history ... and her vivid today?

"Surely this California building not ... only enriches the exposition but dig... nifies our city and contributes to the ... treasures of the nation.

"Gov. Johnson, to you, as the high... est representative of the State, we ... offer our grateful acknowledgments ... for the State's generosity. To you ... and the California Legislature San ... Diego is indebted for an appropria... tion of $250,000, which nearly covers

Insular.

WOULD RETAIN PHILIPPINES

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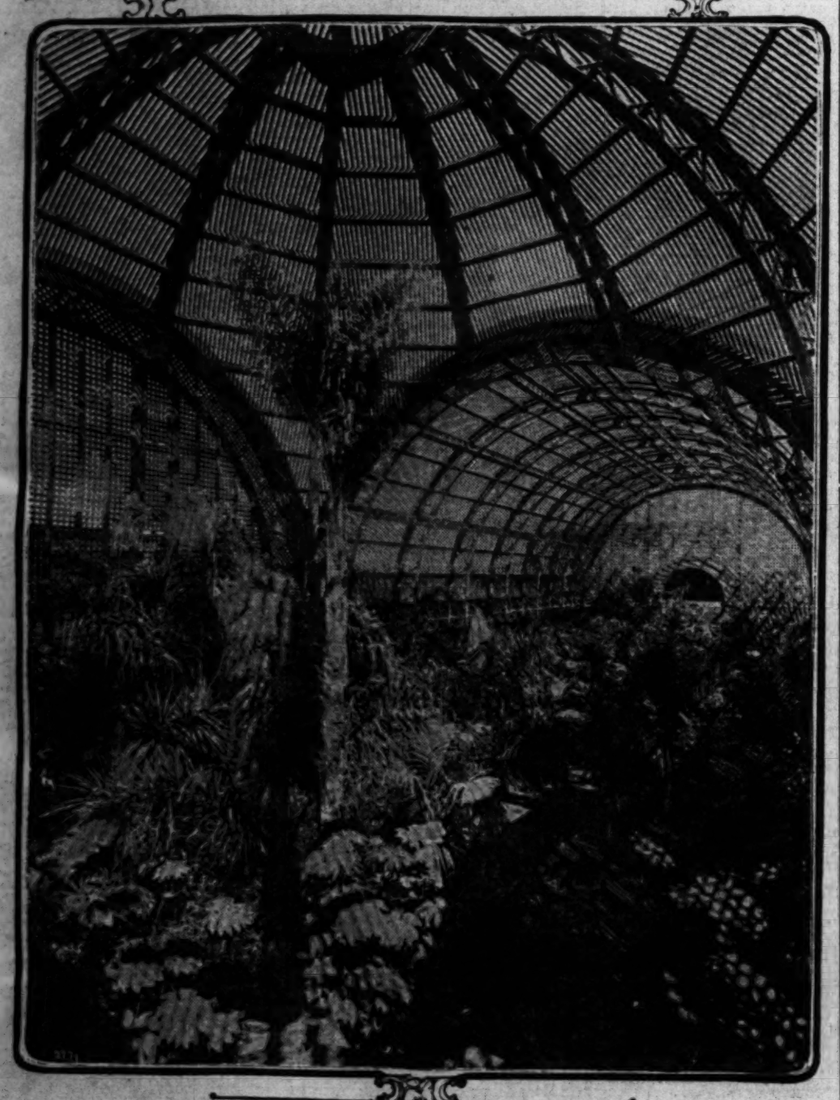
Doctors Use Remedy for Red, Weak, Watery
Granulated Eyelids. It's unsurpassed for
Sore Eyes. Write for Book of the Eye, by Mail F
the Eye Remedy Co., Chicago.

In the Botanical Building at San Diego.



Where flowers predominate.

All the plants and flowers indigenous to California are to be found in the Botanical building of the San Diego exposition opened to the world today for the first time. It will be easier for visitors to California to get acquainted in this building with nature's luxuries than in any other way, for here all are concentrated in full life and bloom under one roof.

Gates of Magic City Open

(Continued from First Page.)

now finished and ready. They have been made beautiful by the master genius of an artist and form fitting decoration to this magic city which has sprung up on these barren hills within the past two years. We are justly proud of the people of our city, who, alone and unaided, have made this grand achievement possible. They typify the highest standard of citizenship. It seems that every artisan who has had to do with this great work has been inspired with a spirit of civic pride and now, sir, in behalf of the commission, I surrender to you full jurisdiction over this part of the park for a period of one year, until January 1, 1916, to be returned at that time—a lasting heritage to the citizens of San Diego, to have and to enjoy its beauties forever."

In receiving them, Mayor O'Neall held them only long enough to present them to President Davidson.

Mr. O'Neall said:

"Yours is indeed a welcome presentation, Mr. Park Commissioner, and the fitting crown to these grounds are all about us tonight, portrayed by works of art and landscape, buildings and avenues.

"Tonight, my friends, San Diego stands upon the summit of success and as we look back over the five long years of labor and sacrifice and then at these magnificent monuments commemorating human accomplishment, we can with satisfaction say: 'It is well.' Again we look, and from this summit, the future, bright as the millennial dawn, stretches before us, and in the dim distance we see the San Diego of our dreams—the metropolis of the great West, the star of cities built by love and hard labor upon the foundation stones of location, harbor, climate, soil and exposition.

"Mr. President of the Panama-California Exposition, by the authority vested in me as Mayor, and in the name of our citizenship, I entrust to you during 1915, these grounds and buildings, mute representatives of love, labor and sacrifice. May your every energy be to so manage this enterprise that great glory and enlightenment may be the portion of all mankind, and that honor and prestige may be reflected on San Diego."

George W. Marston, president of the Panama-California Exposition Commission, then spoke, as follows:

"Here, on this hill of Balboa Park, we today dedicate the California building. We dedicate it to noble uses, the study of life, the history of man, the sciences and arts, the high things of the mind and spirit.

"How fitting that such objects should find shelter in a stately temple. Through the genius of a great architect, Bertram Grosvenor Goodhue, a temple of such nobility and beauty has arisen from this ground that one might well inscribe upon its doors: 'Let only the reverent and thoughtful enter here.'

"Behold the broad, spreading dome, catching the light of rising and setting sun; look upward to the glorious tower rising so serenely to the sky; observe with quiet thoughtfulness the figures of saints and heroes which adorn the southern front. Do they not set forth the past and present of California's life? Are they not true symbols of her glowing history and her vivid today?

"Surely this California building not only enriches the exposition but dignifies our city and contributes to the treasures of the nation.

"Guy, Johnson, to you, as the highest representative of the State, we offer our grateful acknowledgments for the State's generosity. To you and the California Legislature San Diego is indebted for an appropriation of $250,000, which nearly covers the entire cost of the structure. Your commission, comprising Mr. Russell C. Allen, Mr. Thomas O'Hallaran and myself, have received and expended this money in accordance with the requirements of the Legislature, and we have now, sir, the honor to present to the State the California building."

Gov. Hiram Johnson presented the keys to the State group of buildings to President Davidson.

On behalf of the exposition, Hon. Aubrey G. Davidson, president of the exposition, spoke as follows: "Mr. Mayor, on behalf of the exposition company, I hereby accept that portion of the park upon which the exposition stands, and thank the city for its generosity. Gov. Johnson, on behalf of the city of San Diego and the officers of the exposition, it gives me pleasure to receive the splendid gift of the State to this community —the California State Building.

"It is now midnight, a solemn moment, and the beginning of a new year. The President of the United States at the White House in Washington is about to perform the official act that will proclaim to the American people that this exposition is formally opened. God grant its gates shall swing wide in welcome for 365 days. It is my hope that this exposition will inaugurate a new era in the history of human affairs. I hereby declare the Panama-California Exposition opened."

TO PLACE EXHIBITS AT SAN FRANCISCO.

[BY A. P. NIGHT WIRE.]

SAN FRANCISCO, Dec. 31.—It was announced today by President C. C. Moore that the gates of the Panama-Pacific Exposition will be closed forty days prior to the opening of the exposition. At sunset January 10 the gates will be closed to the public. This was decided as the best plan while the exhibits were being put in place and final details worked out for the opening February 20.

MRS. BUSCH'S BIG TAX.

Personal Return of Over Million and Half Dollars Made by Multi-Millionaire Widow.

[BY A. P. NIGHT WIRE.]

ST. LOUIS, Dec. 31.—A personal tax return of $1,608,000 was made today by Mrs. Lily Busch, widow of Adolphus Busch, the multi-millionaire brewer. This is the largest personal tax return ever made in St. Louis.

En Route.

THOUSANDS ON THE WAY TO SAN DIEGO OPENING.

TRAVEL from and through this city yesterday for the opening of the Panama-California Exposition at San Diego fell slightly below 15,000 persons, according to compilations made late last night by railroad and steamship officials. In spite of the Tournament of Roses today at Pasadena, preparations have been made to handle another big San Diego traffic.

With regular trains being run in sections and special trains to handle private and parlor car parties, the Santa Fe handled approximately 12,000 persons south during the day. The handling by steamer was put at slightly over 2000 persons.

The early morning rush over the Santa Fe was unparalleled in the history of the San Diego line. One special from here carried the private cars of President Farrell of the Oregon-Washington Railroad and Navigation Company, General Manager Wells of the Santa Fe, General Manager Nutt of the Salt Lake, and Assistant General Manager Platt of the Southern Pacific, with Secretary of the Treasury McAdoo and Mrs. McAdoo, as among the distinguished passengers. Another carried parlor-car parties, including Count Del Valle de Selezar, the special representative of King Alphonso of Spain, and Countess de Selezar and the Governor and party. The Utah contingent, including Gov. Spry and Mrs. Spry, went through here at 3 o'clock in the morning.

Mismated.

WIFE ACCUSES CAMINETTI, JR.

ASKS DIVORCE ON GROUND OF EXTREME CRUELTY.

Son of Commissioner-General of Immigration Declared to Have Been Guilty of Divers Brutal Acts and Woman Demands Large Alimony.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN FRANCISCO BUREAU OF THE TIMES, Dec. 31.—Ruth Hall Caminetti makes charges of extreme cruelty in a complaint for divorce filed today in the Superior Court against Anthony Caminetti, Jr., young attorney of this city, and son of the Commissioner-General of Immigration. Mrs. Caminetti is a daughter of the late Judge S. Hall, who was on the District Court of Appeals bench, and is a belle in trans-bay society circles.

The couple were wedded quietly February 26, 1912, at the residence of the Rev. J. E. Squires, No. 618 Baker street. Although the announcement of the wedding was a great surprise both to the Oakland friends of the bride, and to the hosts of friends of the groom in Amador county, where he spent his boyhood, it was looked upon as an ideal match and felicitations poured in on them. They made their home in this city.

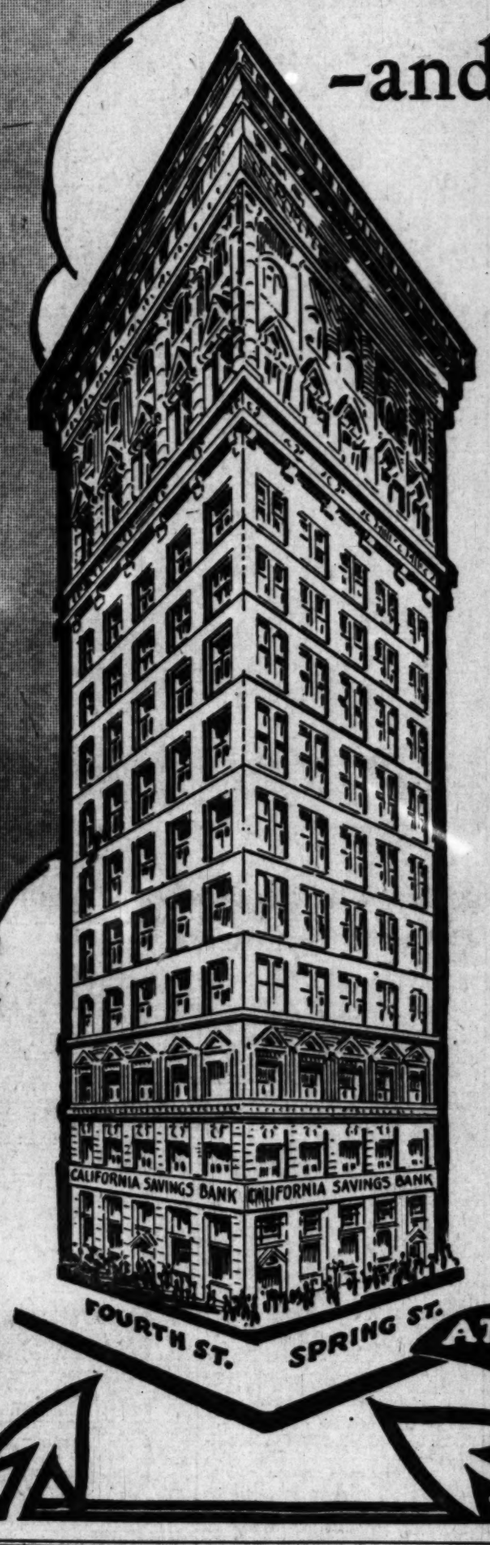
According to the complaint, the young husband began a systematic course of abuse in September of this year and continued it up to Christmas Eve, when it is conjectured Mrs. Caminetti left the house. She alleges that every day Caminetti called her "Fool," "D—— Fool" and often told her to go to h——.

On one occasion he is alleged to have said, "I would be glad to get rid of you." Several times it was suggested that she return to her mother's home in Oakland.

Mrs. Caminetti claims Caminetti has an income of $250 a month from his law practice and asks for $125 monthly alimony. Stanley Moore is attorney for Mrs. Caminetti.

Start a Savings Account with this Strong Bank

-and Start Now!



COURTESY and attention to the needs and wants of each and every depositor, whether small or large, has won for this bank the reputation for being "the most obliging, most courteous bank in the city."

Supreme safety for your funds and superior service is assured you. Confidence that the public has in the wise, conservative management of this institution is evidenced by the fact that

15,000 New Accounts Were Opened in 1914

Glance at the list of Officers and Directors of this institution—it inspires your confidence. Here are found men of prominence in banking, professional and business circles—men of ripe experience and sound, conservative judgment. Every modern convenience that adds to the comfort of our patrons is provided for in our spacious quarters.

Welcome! Make use of our splendid, efficient service.

Savings Accounts
4% These accounts are by law tax exempt. Absolute safety and the highest rate of interest consistent with conservative management. $1.00 WILL OPEN A TERM SAVINGS ACCOUNT.

Checking Accounts
3% Checks may be drawn on these "Special Ordinary Accounts" without presentation of pass-book, and under moderate restrictions these accounts draw 3 per cent. interest credited monthly.

OFFICERS
M. P. Snyder, President.
W. F. Callander, Vice-Pres.
Walter C. Durgin, Vice-Pres.
A. L. Crandall, Cashier.
J. W. Kaye, Asst. Cashier.
H. L. Holland, Asst. Cashier.

DIRECTORS
M. P. Snyder
Jas. V. Baldwin
W. C. Durgin
W. M. Hughes
M. A. Bresee
H. L. Holland
W. F. Callander
J. B. Millard
R. A. Fowler
W. W. Phelps
E. A. Montgomery

Commercial Accounts Solicited

California Savings Bank

Spring and Fourth Sts.

Safe Deposit and Storage Vaults

New Year's.

STREETS OF SAN DIEGO BLOCKED BY REVELERS.

BY JOHN LLOYD.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN DIEGO, Dec. 31.—New standards for noise were made here tonight by the New Year's Eve revelers who entirely blocked the streets of the downtown district before proceeding to the exposition grounds. So many Los Angeles people are here that the night is taking on much of the atmosphere of a Los Angeles event.

Delegations from Los Angeles have filled the hotels until cots in the halls of the more pretentious hostelries are being sold at a premium. A delayed train from the north arriving here at 9 o'clock brought several hundreds of people who could find no place to eat before the festivities began. It is not because the city does not have the facilities to accommodate the crowd, but no one had expected such a throng.

Several thousand people are here from the Imperial Valley. The specials from the north were each crowded beyond the scheduled number, and thousands have motored to the city.

The noise started as quickly as diners were over when an active person with great ingenuity in tunes attacked a steam calliope concealed somewhere in the heart of the city. His endurance is beyond question and it is suspected that there is two of him. A young man with a pack of horns at his heels attempted to enter active competition by stopping in the street directly below the spot from which the calliope was laboring so diligently and the competition stimulated a terrific roar. Motors proceeded along the street in a solid line, broken only by dodging jitney busses that were shrewdly increasing their seating capacities by locating persons on the top.

With streamers festooned about them, and the young men seated on the roof tooting the longest horns that humans could make, they became in sort a democratic drag quite proper in appointments, if very cheap. Tragedy was kind and avoided them.

YOUNGWORTH'S SHRINERS.

One of the spirited units of the crowd is the group of Shriners from Los Angeles, headed by Leo Youngworth, who triumphantly bears a horn twenty feet long, with great lung power attached to the end. A deaf man who has been coming to the Grant Hotel for many years to witness the annual revelries, fell from his chair tonight because he heard for the first time since 1898.

Mr. Youngworth unintentionally placed the business end of the horn close to the deafened ear and the blasts brought a slight response to the idle eardrums. The man spent the evening following Mr. Youngworth about, but he couldn't catch him.

Others in the Shriner party were Gen. and Mrs. Robert Wankowski, Messrs. and Mmes. Henry S. Krohn, George A. Fitch and E. B. Smith, Clarence Smith, Oscar Mueller, W. P. Jeffries, W. L. Groves, George T. Kyte, Andrew J. Copp, Jr., Chester W. Thompson, R. T. Burge, Louis Schwaebe and Richard Jeffries.

Others dodging about the lobby are John S. Mitchell and his son, Mow; Harry Oliver, Charles Seyler, Jr., George Ketchum, W. I. Tyler, E. E. Wellborn, A. J. Van Horn, E. A. Davis, Mr. and Mrs. F. V. Gordon and C. C. Spicer.

Almost the entire moving picture, sporting and automobile circles of Los Angeles are here. The automobile men are assembling preliminary to the opening of the races. The Keystone Film Company is here en masse headed by Mack Sennett, and including all the stars of the company. They are to pantomime a comedy for the crowds.

The Coronado crowd of millionaires did not come to the exposition until after the welcoming of the New Year. Then they came in fifty motor cars and added so much to the conviviality of the exposition centers of merriment that they were given an ovation as welcome reinforcements. They still had throats, also, which was much of a novelty by midnight, and a treasure by 1 o'clock.

Somebody stole President Davidson's hat and tried to do the same with John D. Spreckels. It is supposed they wanted them for souvenirs. Both wore silk hats, but their oldest ones. They had estimated the crowd correctly.

Al Levy, a Los Angeles restaurateur, is the proprietor of the biggest cafe on the exposition grounds, and has his name in gilt type that speaks like Mr. Youngworth's horn over the front of it. The merriment within was louder than Mr. Levy's name without. He had two bands to furnish music, and when they erred by silence, and the orchestra took up the refrain, always it was one song. So many times has it been sung in San Diego within the past forty-eight hours that the clocks have learned it and tick it, now. It is, of course, a Los Angeles song, "I Love You, California."

A large lady who sings in one of the most elaborate downtown grill rooms estimated that she had sung the song ninety-six times already tonight and while she was trying to compute the number of her efforts she was humming it. Either one of the bands or the orchestra at Mr. Levy's was playing it all the time. Before it was over everybody could sing it, that is everybody that could sing. But that was only the cautious who didn't get into a singing mood until the roosters were getting restless.

Over all, however, hovered William Pinkerton, who came from Chicago to witness the affair. Incidentally he was looking for certain active but not popular persons that the opening of the fair had attracted. A. J. Dick, representing the Argentine government at the San Francisco fair, arrived in San Diego at 10 o'clock tonight and was unable to get a taxicab to take him to the grounds. When he saw what a popular and extensive fair the exposition was he cabled the Argentine government suggesting that the Argentine exhibit here be vastly increased. Then he began singing "I Love You California." At the present time the chorus is being led by an extremely fat and earnest man who has detached his collar to give his throat more expansion and he is like the crowd, earnest and full of noise and having the time that is making new records for revelry here.

TWO AMERICANS ARE DECORATED.

[BY A. P. NIGHT WIRE.]

WASHINGTON, Dec. 31.—Foreign Office dispatches from Vienna to the Austro-Hungarian Embassy here today announced that Lieutenant-Commander Charles E. Courtney, commanding the naval collier Jason, the "Santa Claus ship," and United States Consul-General Jones at Genoa had been decorated with the Red Cross badge of honor, first-class.

Classified Liners

Times Liner rates. The rate for inserting Want Ads in the Daily Times is 1c per word each insertion; in the Sunday issue, 1½c per word each insertion; minimum charge, 25c; except under the following classifications, the rate for which is 2c per word daily, 2½c per word Sunday, minimum charge 50c daily, 25c Sunday: "Society Meetings," "Personals," "Special Notices," "Church Notices, Miscellaneous," "Stocks and Bonds," "Money to Loan, Salary and Chattels," "Physicians," "Medical," "Detectives," "Sanatoriums" and "Baths and Massage."

The Times reserves the right to classify all advertisements under appropriate headings.

Minimum space for classified advertisements or copy for more than one insertion, 14 words.

Sunday real estate advertisements, to be classified properly, must be in The Times office before 8 o'clock Saturday night. Other classified "Wants," "To Lets," etc., received over counter or by telephone until 11 p.m. Saturday. Ads received after closing hours for each division will be inserted under heading "Too Late to Classify." Rate 1½ cents per word.

The Sunday circulation of The Times exceeds 82,000 copies, and more "liners" are regularly printed in its columns than in the five other Los Angeles newspapers combined.

Telephone your want advertisements. Ring up "The Times." Main 8200. Home 10291, any time of day or night, and secure prompt and careful attention.

The Times cannot guarantee accuracy or assume responsibility for errors of any kind occurring in telephone advertisements.

The Times will not be responsible for more than one insertion of any advertisement ordered for more than one time.

Advertisers should retain receipts given by The Times for "liners" ordered "cancel," as no mistake can be rectified without them.

The Times will not accept phone or verbal orders to discontinue or change "till forbid" advertisements.

The Times constantly endeavors to render its patrons satisfactory and efficient service, and it will appreciate complaints of, and make a proper adjustment for any material errors it may make in printed announcements.

Be quick to kick if things seem wrong. But kick to us, and make it strong.

INSTANT SERVICE FOR TIMES PATRONS. For the convenience of persons who may desire to reply to classified advertisements printed in The Times, send communications to this newspaper, and they will be delivered at once. Saturday night a heavy letter boxes have been placed in various downtown buildings for the purpose indicated. Collections will be made from these boxes every hour.

Each piece of advertising copy must contain the name and address of the advertiser, number of insertions and heading under which it is desired that the announcement be printed.

The Times reserves the right to revise all copy.

BETSON BLDG., 145 S. SPRING ST. (Lobby near elevator.)

BROADWAY CENTRAL BLDG., 424 S. Broadway. (Lobby near elevator.)

BUMILLER BLDG., 430 S. Broadway. (Rear elevator in lobby.)

COLUMBIA TRUST BLDG., 313 W. THIRD ST. (Lobby near elevator.)

DELTA BLDG., 626 S. SPRING ST. (Lobby near elevator.)

GARLAND BLDG., 740 S. BROADWAY. (Rear elevator in lobby.)

GERMAIN BLDG., 224 S. SPRING ST. (Rear elevator in lobby.)

GROSSE BLDG., SIXTH AND SPRING STS. (Rear elevator in lobby.)

HIGGINS BLDG., SECOND AND MAIN STS. (In lobby near elevator.)

H. W. HELLMAN BLDG., FOURTH AND SPRING. (Rear elevator, Fourth Street lobby.)

I. W. HELLMAN BLDG., 414 S. MAIN ST. (Next to U. S. Mail Box.)

HIBERNIAN BLDG., FOURTH AND SPRING STS. (Lobby near elevator.)

L. A. DRUG BLDG., 738 S. BROADWAY. (Lobby rear of elevator.)

LANKERSHIM BLDG., 326 W. THIRD ST. (Lobby opposite elevator.)

LAUCHLI BLDG., 233 S. BROADWAY. (Next to U. S. Mail Box.)

MARSH-STRONG BLDG., 9TH, SPRING AND MAIN. (In elevator shaft No. 4.)

MASON BLDG., FOURTH AND BROADWAY. (In lobby.)

MERCHANTS' TRUST BLDG., 207 S. BROADWAY. (Beneath U. S. Mail Box.)

O. T. JOHNSON BLDG., FOURTH AND BROADWAY. (Near elevator in Lobby.)

PACIFIC ELECTRIC BLDG., 606-10 S. MAIN ST. (Lobby near elevator.)

SAN FERNANDO BLDG., 406 S. Main st. (Lobby opposite elevator.)

The location of additional boxes will be published as they are established.

IMITATING CONTEMPORARIES PLEASES COPY, AS USUAL.

SPECIAL NOTICES—

REDIPHONES—WE HAVE ON HAND A FEW OF these handy telephone attachments, which are being distributed in connection with coupon books printed in The Times each, for the convenience of patrons in classified advertising in THE TIMES. Phone Main 8200 or Home 10291, and our representative will call and attach the "REDIPHONE," collecting at the same time for the coupons desired. One "REDIPHONE" only will be delivered to each purchaser.

FOR SALE — CHEAP, 2 ELECTRICAL MOVING picture cabinets for displaying 8x10 photographic reproductions. Can be used for advertising purposes, and make good income producers. Apply E. R. MARTIN, New Times Bldg.

NOTICE OF STOCK HOLDER'S MEETING, AT 2 p.m., Friday, Jan. 15, 1915. There will be held the regular meeting of the stock holders of the FRANK J. KIMBALL CO., at its office of the Kimball Stephenson Ave., Los Angeles, Cal.

PREPARED ROOFING AND WATERPROOFED PAper from $1 per roll up; free city delivery; any quantity. WEAVER ROOF CO., Mfrs., 230 E. Second. Broadway 794. Home P2805.

INVESTIGATE. THE SIMPLEST, THE CHEAPEST and best weather strip for casement windows, Riley's, no defacing of window and guaranteed to keep out. F. C. RILEY, 1565 Sunset Blvd. Phone 3730.

EPILEPSY AND FITS CURED. WRITE WITHOUT delay to F. M. COX, 1011 E. Harvard blvd., Los Angeles, for pamphlet. Simple home treatment.

CLASSIFIED ADVERTISEMENTS—For the real estate section of Sunday's Times will be printed under the heading of "Too Late to Classify" if not received before 8 p.m. Saturday.

CESSPOOLS CLEANED IN ONE OR TWO LOADS by the LOS ANGELES SANITARY CO. Phones: 62116 or Wilshire 553.

FOR QUICK ACTION, DROP ANSWERS TO Times "Liners" in Times letter boxes in downtown office buildings. The locations of these boxes are printed in the first column of The Times "Liner" section.

PERSONAL—Business.

FOR SALE — CHEAP, 2 ELECTRICAL MOVING picture cabinets for displaying 8x10 photographic reproductions. Can be used for advertising purposes and make good income producers. Apply E. R. MARTIN, New Times Bldg.

PERSONAL— MRS. MASSON,

The noted palmist of London, Eng., may be consulted at 622 S. SPRING ST., by those desiring reliable communications and reliable hand readings from one of the foremost palmists of the day. HIGH-CLASS PATRONAGE SOLICITED.

PERSONAL—SUPERFLUOUS HAIR PERMANENTLY removed; positively guarantee this painless, scientific method; no electricity nor paste used; present this address for free demonstration to L. M. SMIDT CO., 625 W. Ninth st. Tel. 58102.

PERSONAL— HENLEY, LEADING BUSINESS PSYCHIC, READINGS DAILY. 317 W. THIRD ST., NEAR HILL.

PERSONAL—PROF. ALTHOUSE, NOTED ASTROLoger and palmist; thirty years in Los Angeles. Largest practice; highest grade of work. High-class patronage solicited. 621 S. BROADWAY.

PERSONAL—WANTED—THE ADDRESS OF I. G. Hedrick, formerly on North Soto st. A large painting job is waiting. Address S, box 1510, TIMES OFFICE.

PERSONAL—MOVING PICTURE ENTERTAINments given in private homes and societies. Three reels of latest films, at reasonable rates. Address P, box 170, TIMES OFFICE.

PERSONAL— MME. DAGMAR, 423½ S. SPRING St. Psychic. A successful worker. Reading daily.

PERSONAL—CLASSIFIED ADVERTISING PATRONS of The Times are requested to submit copy for advertisements in the Sunday issue as early as possible.

PERSONAL—MME. JOSEPH OF CHICAGO, PALMist and psychic, readings, 50c. 822 E. EIGHTH st. Take Griffith ave. car.

PERSONAL— MME. ORA PALMIST, PSYCHIC. Best of readings in city. 245½ S. SPRING.

BUSINESS ANNOUNCEMENTS—

PREPARED ROOFING AND WATERPROOFED paper from $1 per roll up; free city delivery; any quantity. WEAVER ROOF CO., Mfrs., 230 E. Second. Broadway 794. Home P2805.

I HAVE SOLD ONE-HALF INTEREST IN MY transfer and livery to H. L. Moorman. O. R. BENEDICT, Huntington Park, Cal.

FLORISTS AND NURSERIES—

PULVERIZED SHEEP FERTILIZER FOR LAWNS and flowers. SCHORNICK, 119 N. Mott. 61288. Boyle 1065.

WANTED— Help, Male.

NOTE—Applicants for positions are advised not to send original recommendations in answer to ads. Send duplicates only.

Space is not given under this heading to advertisements soliciting business patronage.

WANTED—

SALESMEN WHO ARE ABLE TO CLOSE SALES WITH PROSPECTS SECURED BY ASSISTANT SALESMEN. OUR PLAN FOR 1915 COMPREHENDS QUITE A CHANGE IN SECURING BUSINESS IN THE REAL ESTATE FIELD. THE PLAN OFFERS AN EXCEPTIONAL OPPORTUNITY FOR MEN WHO ARE ABLE TO CLOSE THE BUSINESS WITHOUT THE NECESSITY OF MAKING FOUR OR FIVE CALLS ON THE PROSPECT. THE PLAN MAKES IT POSSIBLE FOR THOSE WHO EXCEL IN SALESMANSHIP TO REAP A REWARD ACCORDING TO THEIR EXCELLENCE.

THE ADVERTISING CAMPAIGN WILL BE OF A CLASS THAT WILL ATTRACT AN OPEN-MINDED TYPE OF PEOPLE. EXCURSIONS WILL BE VERY ELABORATE AND THE REFRESHMENTS SERVED FAR ABOVE THE AVERAGE. OUR POLICY IS BASED UPON THE PRINCIPLE THAT WE ARE SERVING THE PUBLIC AND THEREFORE MUST SERVE THE SALESMAN IN SUCH A WAY AS TO ENABLE HIM TO SERVE THE PUBLIC. WE WILL BE GLAD TO SEE YOU BETWEEN 9 AND 11. COME PREPARED TO TAKE ADVANTAGE OF OUR SALESMANSHIP SCHOOL, FOLLOW INSTRUCTIONS AND YOU WILL MAKE BIG MONEY.

CALL ON R. C. D. PRICE, SALES MANAGER, WITH EMIL FIRTH, 346 BROADWAY.

WANTED—

YOUR NEW YEAR OPPORTUNITY. The little quotation that most of us know regarding opportunity knocking but once in a lifetime at the door of every man has been knocked on the head by the fellow who said, "Opportunity knocks on the door of every man every day, if he will but grasp that opportunity." This is not the case with opportunity. There is many a man who realizes he has the possibilities of making a greater success of his life than he is doing at the present time, but how to secure the chance to demonstrate that latent ability is the problem. If you are going to tell us briefly of four men (though I could name more) who have attained success with me during the past year, I can show you two men today who are sales managers in charge of two important real estate offices in this city. I can show you another agent of mine who has been with me a little over four months, who has accumulated in that time about $4000. He has made a substantial payment upon a home of his own, and owns an automobile. The fourth man likewise is worth several thousand dollars now than he was six months ago, has married and has also bought a home of his own in that time.

Many a man is just like a ship without a helm. I am the helm, and if you have a little better idea of what your business ambitions are, and can appreciate the full value of sticking strictly to the truth at all times, you may secure a place on the road where other men are making from $5000 to $10,000 a year. This is a vital question, for you to settle for yourself NOW. I want real men with red blood who believe in themselves. To such men, who will do for as they are old, I can assure success. See me any morning after 9 o'clock, Room 323 Investment Bldg.

C. J. HAMILTON, General Sales Manager, LOS ANGELES INVESTMENT CO.

WANTED—

Mr. and Mrs. Employer:

We wish you a prosperous New Year and trust that you will give us an opportunity to assist you in making it so, both for you and our applicants.

We know that we can help you, what we ask is that you co-operate with us when making changes in the personnel of your business or domestic help.

We have registered with us in both our Men's and Women's Department persons capable of doing any kind of work that need be done, from office managers to laborers, from private secretaries to day workers. All we ask is a trial. This Bureau is maintained by the city of Los Angeles to find employment for capable, efficient workers. There is no fee connected with the activities of this Bureau. This is your own institution, it is a SUCCESS—why not make it more so.

MUNICIPAL FREE EMPLOYMENT BUREAU, 121 Merchants Trust Bldg. Women's Dept. 206 Franklin st., Men's Dept. Broadway 6024. 10757.

WANTED—LAND SALESMEN WITH AUTOMOBILES. SELL LAND CLOSE TO LOS ANGELES, IN A DISTRICT WHERE A WONDERFUL DEVELOPMENT IS IN PROGRESS, WHERE THE LAND BUYERS MUST BUY IF THEY GET GOOD LAND CLOSE TO LOS ANGELES; WHERE EVERY SALE YOU MAKE WILL MEAN OTHERS. IF YOU ARE A REAL LIVE MAN WE ARE IN A POSITION TO MAKE YOU AN ATTRACTIVE PROPOSITION. INVESTIGATE OUR SELLING PLAN. CALL BEFORE NOON SATURDAY OR MONDAY.

120 WEST FOURTH ST.

WANTED— Help, Male.

Space is not given under this heading to advertisements soliciting business patronage.

WANTED—

RAILWAY MAIL CLERKS THIS STATE.

We want immediately some bright young men, under 35, good physical condition, to prepare for Railway Mail Clerks, this State. Salary, starting $75 a month. Good chance for advancement, and permanent position. See at once MR. HOFF, 629 Security Bldg. (No Inst. Adv.)

WANTED — MALE OR FEMALE DEPUTY FIELD assessors, $100 month; examination called January 7; patrolmen, January 9. Special successful coaching, $5. Investigate today. Most fair application few days. CIVIL SERVICE PREPARATORY SCHOOL, 1058 Oak st., or Phone 22774 for appointment. (Read Instruction Advertisements.)

WANTED—SEVERAL MEN UNDER 35 AT ONCE. To prepare for GOVERNMENT RAILWAY MAIL CLERKS; $900 first year's salary. Expenses allowed, promotion sure. For successful coaching for coming examination, see MISS WILSON, 601 Citizens' Bank Bldg. (Wesley Roberts Bldg.) CLOSED FRIDAY. OPEN SATURDAY. See Inst. Adv.

WANTED—MEN AND BOYS TO LEARN TRADE OF automobiles, plumbing, bricklaying, electricity, without expense, on contract work. Actual contract work, not school work. Only few months required. THE CONTRACTING TRADE SCHOOL, 234 Also st. See ad., "Learn Trades" column.

WANTED—LIVE MAN TO SHOW PROPERTY. PREvious experience unnecessary; can make $100 to $300 per month; good chance for a sober, steady man to become permanently identified with a large company. Call at once, 200-207 H. W. HELLMAN BLDG., corner Spring and Fourth.

WANTED—ONE OR TWO GOOD LIGHTING FIXture salesmen by old reliable firm; only those with local experience need apply. Salary no object to those who can deliver the goods. Address S, box 140, TIMES OFFICE.

WANTED—MECHANICAL DRAFTSMAN FOR TEMporary work. Designing and detailing. Reference. Usual salary. Apply PACIFIC AUDIT & SYSTEM CO., Agency, 606 Fay Bldg., 3rd and Hill streets.

WANTED—MEN AND BOYS TO LEARN A GOOD-paying trade, automobile driving, repairing, electricity, machinist, surveying. See our ads. under "Learn Trade." NATIONAL SCHOOL, 2110 W. Seventh.

WANTED—WE OFFER RELIABLE STUDENTS COMplete stenographic course per tuition, after graduated and earning. Positions guaranteed. MACKAY BUSINESS COLLEGE, 906 Main st. See "Instruction" ad.

WANTED—FEW CAPABLE CLERKS. To immediately prepare for positions in the United States Postoffice, Los Angeles. LETTER CLERKS AND CARRIERS. $900 first year start; increase salary; rapid promotion. See MR. HOFF, 629 Security Bldg. (See Inst. Adv.)

WANTED—FIRST-CLASS JAPANESE JANITOR; one who thoroughly understands steam heat and a good bed maker. I don't want to teach some one the trade, but want some one who knows it. References required. Apply at ROBERT VIRGINIA GRAND, 921 S. Grand ave.

WANTED—FIRST-CLASS WINDOW TRIMMER FOR out of town. Requires experience in dry goods, draperies or furnishings. Call between 9 and 12, Friday, $35. CALIFORNIA COMMERCIAL SERVICE, Brockman Bldg.

WANTED— The Pacific Audit & System Co., Inc., Employment Specialties, OFFICE. SALES. 608 Fay Bldg. Third and Hill sts.

WANTED — DRILLER TO TAKE CONTRACT FOR six 500-foot wells in proven territory; pay from production; California field; oil and water furnished. GEO. H. LAMY, 227 Holbrook Bldg., San Francisco, Cal.

WANTED — PACIFIC COAST MANAGER WANTED by prominent eastern manufacturing and importing house; large salaried charge of branch office and profitable business here. See "HELP WANTED, INVESTMENT REQUIRED."

WANTED — AN EXPERIENCED PRINTING SOliciter; one that owns or can get interest in company; good commission. Apply between 4-5 p.m. 302 ST. MARK HOTEL.

WANTED — REAL ESTATE SALESMAN TO SELL the only fully developed property on the market. Two free excursions weekly. GEO. H. PECK & CO., 418 Marsh-Strong Bldg.

WANTED—FOR OUR GREAT KING COTTON SALE, experienced salesmen for bedding, sheets, blankets, draperies, silks, dress goods, all cotton wash goods. Apply early Saturday morning. JACOBY BROS.

WANTED—$2 INDEPENDENT! LEARN THE BARber trade reasonable terms, best place. Highest wages while learning. THE NATIONAL BARBER SCHOOL, 129 E. Second st.

WANTED—TWO AT VACUUM CLEANER SALESmen; want men used to big profits; best machine on the market. C. F. ADAMS CO., 306 E. Seventh street.

WANTED—MEN TO JOIN OUR CLASS IN AUTOmobile driving and repairing; 30-day course, $10. (See Instruction Course.) STANFORD AUTOMOBILE SCHOOL, 2708 Stanford ave.

WANTED—EXPERIENCED SPECIALTY SALESMEN for grocery line. Salary $75 per month. Give references and telephone number. Address S, box 170, TIMES OFFICE.

WANTED—MMACHINIST AND GAS ENGINEER for mine in Nevada. Repair autos and run hoist, lathe and general machine work. $125. Apply HUMMEL & CO., 1119 E. Second st.

WANTED—BOY WITH WHEEL FOR GENERAL work around shop and errands. Apply HACKEL & GUTTERMAN, 751 S. Broadway, fourth floor.

WANTED—INSIDE SALESMAN, MUST HAVE REFerence and give bond. Call 516 S. MAIN. Southern California Wine Co.

WANTED—A GOOD PRINTING SOLICITOR, AN attractive position to a capable man. See MANAGER, 744 S. OLIVE ST.

WANTED—BOY WITH WHEEL NOT GOING TO school, to deliver for store; must be ambitious; have good references. Apply 2120 SANTEE ST.

WANTED—DETAILERS AND TRACERS FOR MFG. chassis work. Apply after 9 a.m., 543 TITLE INSURANCE BLDG.

WANTED—BUSHELMAN TO TAKE FULL CHARGE of tailor shop; must be a good presser; $100 security required. San Diego. 424 B ST.

WANTED—ABOUT JANUARY 15 A MAN THAT IS first-class on tempering steel for hard rock. Call today. Phone MAIN 8200, Inside.

WANTED—BUSINESS MANAGER. MUST BE A REliable man. Steady position. Phone HOLLYWOOD 2004.

WANTED—RELIABLE MAN TO WORK IN PAINT factory. OAKLEY PAINT MFG. CO., 1515 Naud street.

WANTED—MALE NURSES EXPERIENCED IN CARE of nervous and mental cases. Call 1106 MARSH-STRONG BLDG.

WANTED — GOOD FURNITURE AND CARPET salesmen. Call between 11 and 12 a.m. January 1. MACKIE-FOLEY CO., 723 S. Hill st.

WANTED—EXPERIENCED MAN TO MAKE NEW lawn. 25c hour. 247 ST. ANDREWS PLACE. Take Western or Melrose car.

WANTED—CARPENTERS TO TAKE CONTRACT for carpenter work on bungalows. See owner today at 314 CHAMBER OF COMMERCE.

WANTED—A BARBER FOR SATURDAY AND SUNday at 314 NORTH MAIN.

WANTED—PRIVATE DANCING TEACHER. SOUTH 2002.

WANTED — MEN TO LEARN BARBER TRADE; good wages while learning. 208 E. FIFTH ST.

WANTED— Help, Male and Female. (Investment Required.)

WANTED—

PACIFIC COAST MANAGER.

For established branch of prominent eastern manufacturing and importing concern in the photographic instrument and supply line, exclusive territory rights secured; only specialties of the advanced commercial and educational methods and improved motion picture studio results. Talented salesman possessing executive ability, some knowledge amateur photography with at least $500 capital and connected to successfully handle exceptional proposition now paying better than $250 monthly. Answer fully giving telephone address, L, box 202, TIMES OFFICE.

WANTED—FOUR GOOD MEN. AM GOING TO MY homestead in a few days, want to show where you can get fertile land that will make good crop without irrigation; fine alfalfa, fruit; good market, near railroad; abundance of water; I have 120 acres but not a foot to sell at any price. Want good neighbors. Phone A3467. E. J. VANDERGRAW.

WANTED—RELIABLE MAN INVESTING $250 IN 10 acres fruit and alfalfa land at only $125 per acre can secure work on adjoining land at $2 per day. Here is a chance to double your money in one year. Only 55 miles southeast of Los Angeles, near R. R. station and boulevard. OWNER, 930 Merchants' Nat. Bank Bldg., 6th and Spring sts.

WANTED—THE ADVERTISER HAS PERFECTED a health course to be sold by mail. Desires a young lady with a fair knowledge of stenography and typewriting to become associated with him. Some capital required. Address R, box 102, TIMES OFFICE.

WANTED—ADVERTISING SOLICITOR, INVESTING $300, with services, can secure one-half interest in high-class special proposition, already established; big returns after March 1 in profits; state full particulars for interview. Address MR. NEWTON, care branch office, Times, Long Beach, Cal.

WANTED—USE YOUR SPARE TIME TO BUILD UP a mail order business of your own. We help you start for a share in profits. 27 opportunities. Furnishings free. OPPORTUNITIES EXCHANGE, Buffalo, N. Y.

WANTED—GOOD RELIABLE MAN TO TAKE HALF interest in old-established business, clean outdoor work, driving automobile; $4000 will handle; money secured. Call 1573 W. FIRST ST., or phone Broadway 1045.

WANTED—GOOD MAN THAT APPRECIATES working for himself for good wages, to make small investment. Your living included. A snap. Address C, box 853, TIMES BRANCH OFFICE.

WANTED — I WANT AN EXPERIENCED FARMER and his wife to take charge of 160-acre ranch; must have $1000 to help put in crops. H. GRABILL, 715 Story Bldg.

WANTED—HONEST BUSINESS BUILDERS CAN earn $10 to $50 weekly. Complete instructions for 25 cents. Postal money order. GEO. H. NOEBEL, box 306, St. Louis, Mo.

WANTED—PARTY FOR FACTORY WORK; INVESTment $500 required; this is good chance for good man. Call 122 E. SIXTH ST., Mgr.

WANTED—A FIRST-CLASS BAKER WITH SMALL capital; good proposition. Inquire 320 Security Bldg., or write ROY B. HAYES, Box 115, Victorville, Cal.

WANTED— Help, Female.

Space is not given under this heading to advertisements soliciting business patronage.

WANTED—LIVE WOMAN SOLICITOR FOR TRUCKing and storage business. Apply Friday between 9 and 12. MR. TAYLOR, 827 S. Spring.

WANTED— Help, Female.

Space is not given under this meaning to advertisements soliciting business patronage.

WANTED—

Pleasant, profitable work for women of strong, pleasing personality; assistance and competent supervision given; excellent opportunity for the right women. Apply between 9 a.m. and 1 p.m. See MR. MARSHALL, with G. D. ROBERTSON & CO., 512 S. HILL.

WANTED—DINNER COOK, CAFETERIA, $18; head waitress, resort hotel, $25 and found; 2 waitresses, hotel near city, $25 and found; lunch counter waitress, Arizona, $20 and found; short order cook, no Sunday, $9 and meals; housekeeper, hotel city, $50 and room; salad maker, cafeteria, $8 and meals; kitchen helper, hotel, $30 and found; house girls, $25 to $40 and found. HUMMEL BROS. & CO., 116 E. 2nd st., Office closed New Year's Day.

WANTED—TUCKER'S EMPLOYMENT AGENCY— 211 West Second street. German' room woman, assistant maid, $10; hotel maid, $25, fd.; 10 hotel waitresses, $25, fd.; restaurant waitresses, 38 % general housegirls, $30; light housework, $20; masseuse, $10 wk.; cafe checker, $15 wk.; experienced apartment-house chambermaid, $9; girl for cashier's desk, $20. Employer here.

WANTED—I DESIRE A LADY OF REFINEMENT to take charge of my $100,000 Pasadena mansion. To a lady of wealth, wishing to enter the best society in Southern California an opportunity of a lifetime is herein offered. Highest reference given and required. Address for three weeks, S, box 18, TIMES OFFICE.

WANTED—THOROUGHLY EXPERIENCED AND capable saleswomen for Coats, Suits and Dresses. Apply early Saturday morning. JACOBY BROS.

WANTED— THE PACIFIC AUDIT & SYSTEM CO., Inc., Employment Specialties, Housekeepers, Stenographers, Office Clerks. 608 Fay Bldg. Third and Hill sts.

WANTED—LADY PART, MIDDLE AGE TO LIVE with spring widow with 3 children and look after them before and after school hours; while the mother away from home. Very little compensation besides the home. Address A. C., care P.O. BOX 525, Pomona, Cal.

WANTED—SECOND MAID, $40; COOK AND SECond maid, $40, $30; another, $35, $25; housegirls over 20, good places at $30 to $40; to assist, $15 to $25. Call early.

SWEDISH & GERMAN BUREAU, 252½ S. Broadway.

WANTED—TWO CANDY SALES GIRLS, MUST BE thoroughly experienced in packing and wrapping and also good sales ability; references required. Call FAIRYLAND CONFECTIONERY, 1st floor, Coleman Bldg. Call between 10 and 12 a.m. Friday.

WANTED—FIRST TWO MONTHS AT HALF RATE if you enroll now. Boys learning dyers or cleaners. English language necessary. Positions guaranteed. MACKAY BUSINESS COLLEGE, 906 Main st. See Instruction ad.

WANTED—$10 FOUR EMPLOYMENT AGENCY, 200 E. Second. Hard washer, hotel, $40, found; 2 waitresses, Arizona, free fare; 10 general housework girls, $20 to $40; arm waitresses; ten room girls; chambermaids, $25, found; sewing girls, to produce. Particulars. PROF. C. S. KNIGHT, 8846 S. Grand ave. Phone 22972.

WANTED—YOUNG MAN, THOROUGHLY EXPERIenced in book-keeping, clerical work, correspondence and office management, seeks position where integrity, ability, accuracy and conscientious effort will be appreciated. College education. Address R, box 271, TIMES OFFICE.

WANTED—SITUATION, CHAUFFEUR, BY YOUNG Scandinavian, familiar with all high-grade cars. Have 4 years' practical experience in garage driving and repairing. Phone A4373, or address S, box 19, TIMES OFFICE.

WANTED—CHAUFFEUR, EXPERIENCED, COMPEtent and reliable, desires position with private family; no objection to care for garden and yard, best of city references. Address S, box 149, TIMES OFFICE.

WANTED—MAIG OGANOFF, 412 S. CLARENCE ST. Young, sober man, 21 years of age, desires to have a position as chauffeur and gardener, or all-around work in a family. Has good references.

WANTED—POSITION BY MARRIED MAN, THOROughly experienced in office management and salesmanship. Must have situation at once; over $40. Best references. Address C, box 854, TIMES BRANCH OFFICE.

WANTED—BRICKLAYER, CEMENT FINISHER, cobblestone and plasterer wants work. Will go anywhere on day or contract. Address S, box 152, TIMES OFFICE.

WANTED—RELIABLE JAPANESE JANITOR WANTS position; thoroughly experienced in apartment-houses, expert, take care boilers. GEORGE, Phone 20090.

WANTED—POSITION, BUTLER, VALET, FIRST-class German, good appearance, honest, sober, best references. 3360 S. BUNKER HILL AVE. Broadway 1912.

WANTED—ACCOUNTANT, THOROUGHLY COMPEtent to take full charge of books, experienced in manufacturing, wholesale and insurance accounting; eastern reference. Apply J. WEBSTER, 1022½ N. Sonate Rosa st.

WANTED — GARDENER, GERMAN-AMERICAN, first-class in every branch, wishes position; middle-aged, life experience; city references. Address R, box 194, TIMES OFFICE.

WANTED — JAPANESE WANTS POSITION AS chauffeur with gardener; good manager, years experience on automobile; practical mechanic; best reference. GEADAR TAR. Call 2nd st., city.

WANTED — JAPANESE WANTS POSITION IN apartment; have good knowledge and experience of boiler or heater; will be useful for all kinds work. K. MATSUI, Phone 20090.

WANTED—RELIABLE YOUNG MAN WANTS WORK after school hours and Saturday for room and board or small wages. Address S, box 243, TIMES OFFICE.

WANTED—MIDDLE-AGED MARRIED WOMAN TO work in rooming-house. Call after 5 p.m. 619 MAPLE AVE.

WANTED—THOROUGHLY EXPERIENCED BUNDLE wrappers and cashiers. Apply early Saturday morning. JACOBY BROS.

WANTED—EIGHT LADIES TO CANVASS. MAKE $4 daily. Only hustlers need apply. 502 LANKERSHIM BLDG.

WANTED—GIRL OR WOMAN TO ASSIST WITH children, wages $12 month. 3905 DALTON. T1102.

WANTED—FIRST-CLASS MILLINERY DESIGNER. SON TON, 347 S. Broadway.

WANTED—TEACHERS, VIOLIN AND NURSERY classes. C. S. Phone FAIR OAKS 2583.

WANTED— Help, Male and Female.

Space is not given under this heading to advertisements soliciting business patronage.

WANTED—MAN AND WIFE TO ASSIST IN MANagement of new apartment-house. Must be thoroughly experienced and have good recommendations. Address C, box 857, TIMES BRANCH OFFICE.

WANTED—$3 TO $5 A DAY EARNED REPRESenting us in Los Angeles and surrounding towns. 520 HAMBURGER-LAUGHLIN BLDG.

WANTED— Help, Male and Female. (To Learn Trades.)

WANTED — LEARN AUTO REPAIRING, DRIVING and machine work, day and evening courses; oldest reliable school; overhauling of all makes of cars under supervision of expert instructors; electricity and surveying taught by practical methods; places to work for room and board after school hours. 30 graduates in positions. Call and be convinced. Catalogue free. NATIONAL SCHOOL OF ENGINEERING, 2110 W. Seventh. Established 1906.

WANTED — LEARN BEAUTY CULTURE, HAIR manufacturing; students wanted. LEADER COLLEGE OF HAIRDRESSING, 229 Mercantile Place. MRS. HARRIS.

WANTED— Help, Male and Female. (Instruction Course.)

WANTED—ATTENTION TO LADIES. WE GIVE A practical course in automobile repairing and driving. Appointments arranged for ladies. 2110 West 7th st. NATIONAL SCHOOL OF ENGINEERING. Established 1906.

WANTED—WE GIVE SUCCESSFUL COACHING FOR all city and county civil service examinations. deputy assessor and patrolmen, home study, $5. CIVIL SERVICE PREPARATORY SCHOOL, 1058 Oak st.

WANTED — WOMEN, BECOME GOVERNMENT clerks; $70 month; Los Angeles examination schedule free. FRANKLIN INSTITUTE, Dept. 737, W. Rochester, N. Y.

WANTED—STENOGRAPHY, BOOK-KEEPING, English branches, telegraphy, rate $10. Positions guaranteed. MACKAY BUSINESS COLLEGE, Main st., at Ninth.

WANTED—MOTION PICTURE ACTING TAUGHT by experienced director; no class instruction. Photoplay Studio, 5624 VIRGINIA AVE., Hollywood. Home 59102.

WANTED—GOVERNMENT JOBS, OPEN TO MEN and women, $65 to $150 month. Write immediately for position list. FRANKLIN INSTITUTE, Dept. 137, Rochester, N. Y.

WANTED—RAGTIME PIANO PLAYING TAUGHT IN 20 lessons. Write for free book. CHRISTENSEN SCHOOL OF POPULAR MUSIC, 25 Walker Bldg. Main 2176. F5793.

WANTED—MEN TO JOIN OUR CLASS IN AUTOmobile driving and repairing, thirty days, $10. STANFORD AUTOMOBILE SCHOOL, 2708 Stanford ave.

WANTED—YOUNG MEN TO PREPARE FOR RAILway mail clerk; salary starting $75 month. MR. HOFF, 629 Security Bldg.

EMPLOYMENT— Agencies.

WANTED—SITUATIONS, ALL COLORED. IF YOU want well experienced and efficient help, guaranteed the best that can be secured, ring up J. W. COLEMAN, the old reliable employment agency, 211 E. Second. Broadway 2106, Home A2879.

WANTED—THE PACIFIC JAPANESE AAA EMPLOYMENT AGENCY, 445 S. Olive st., Los Angeles. F1078. Main 1714.

WANTED— Situations, Female.

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WANTED—WIDOW OF 24, WITH THREE CHILdren, 5 to 6 years old; desires position where she can have a comfortable home for all; neat housekeeper and splendid cook. Children bright and love looking. Address A. C., care P.O. box 525, POMONA, Cal.

WANTED—MOTHER AND DAUGHTER DESIRES A position as cook and second maid in private family, capable of filling a first-class place. Best of references. PHONE F1962.

WANTED—MOTHER WITH GROWN DAUGHTER place to work for room and board. Daughter studying books, business or parcels preferred. Address C, box 538, TIMES BRANCH OFFICE.

WANTED—YOUNG WOMAN, SEEING CALIFORNIA, desires light work, with room and board; housework, cooking or companion. Address S, box 214, TIMES OFFICE.

WANTED—REFINED MIDDLE AGED LADY with several years experience would like situation as housekeeper in apartment-house or small hotel. Call A5528, Apt. 49.

WANTED—AN ELDERLY LADY DESIRES POSITION as companion, nurse or light housekeeper; would leave city. East 1444 or 116 S. EASTLAKE AVE.

WANTED — POSITION AS HOUSEKEEPER IN rooming-house, or gentleman's home; unincumbered. Address S, box 1597, TIMES OFFICE.

WANTED—STENOGRAPHER, 4 YEARS, LEGAL EXperience, wishes position, moderate salary. Phone WEST 5088.

WANTED—NURSE WITH HOSPITAL TRAINING wants nursing of any kind, $15 per week. 75120.

WANTED—EXPERIENCED JAPANESE GIRL WANTS a position as a second maid. 920 W. 10TH ST. Phones: Home A2700, Bdwy. 5835.

WANTED — WASHING, IRONING, CLEANING competent swedish and German women, Bureau. Phones: 12039, MAIN 1005.

WANTED—SITUATION AS HOUSEKEEPER IN HOtel or apartment-house, references exchanged. PHONE SOUTH 3719.

WANTED—WALL PAPER FURNISHED AND HUNG, $2.50 per room; painting, tinting and patching and plastering. We know the business. Call us for samples. 28353. SOUTH 2982.

WANTED—PAINTING, PAPERING, TINTING, BY first-class workmen. Satisfaction guaranteed. PHONE T1993. WEST 4113.

WANTED—WALL PAPER FURNISHED AND HUNG, 2½c per roll and up; painting and tinting. Phones: Home F4782. BROADWAY 27765.

WANTED—ROOMS TINTED, $1.00 UP. FIGURES on painting and paper hanging cheerfully given. PHONE 28303.

WANTED—ROOM PAPERED, $2; UP; WILL BRING samples; also painting and tinting, reasonable. 330 S. BUNKER HILL. Broadway 5778.

WANTED—PAINTING, TINTING, PAPERHANGING, first class work, prices reasonable. PAUL GOODWIN, 420 W. Eighth. Main 960, F1184.

WANTED— Partners.

WANTED—PARTNER IN JEWELRY STORE, JEWeler preferred. Will sell one-half interest $2500; this store is one of a few that is making money and discounting all bills; want to increase stock to meet demands of my trade; have a clear banking record and reference from wholesale houses; would consider young man and teach him the business from the word bench up. Address S, box 199, TIMES OFFICE.

WANTED—POSITION AS CLERK OR MANAGER IN dry goods, clothing or general merchandise store. No objections going to small town; am A1 salesman, good buyer; understand the merchandise business from A to Z. Would consider buying part or entire business, after thoroughly investigating. Give full particulars; correspondence strictly confidential. Address care K., 201 AMERICAN BANK BLDG., Los Angeles.

WANTED—PARTNER FOR A GREAT AND VALUable invention. I am an extra expert machinist. Positively can't get work, have sick woman and sick child. Will sacrifice for only $20 per week for a few weeks to protect a bustling stove schoolgirl safe against explosions. Burns every known oil. Have shop tools and machinery for security for money invested. For particulars call 1026 E. 29TH ST.

WANTED—A WELL-KNOWN BUSINESS MAN, doing a large paying business, requires the services of a man of ability to join him in greatly increasing said business; must have $5000 to $10,000 cash, large salary and profits to accentable man. Address for three weeks, S, box 245, TIMES OFFICE.

WANTED—PARTNER TO TAKE FULL MANAGEment and control of one of the best bowling alleys and billiard-room propositions ever offered in Los Angeles; can secure

Classified Liners.

WANTED—Furniture.

WANTED—WE PAY MORE CASH FOR FURNITURE, household goods, merchandise, etc., than any firm in the city; any quantity; also sell on commission; cash advanced on consignments; largest and oldest established auction house in California. RHOADES & RHOADER, Auctioneers, 1501-1503-1505 S. Main st. Phone 25679, Main 1259.

WANTED—WE PAY CASH FOR ALL KINDS OF furniture, merchandise, etc., any quantity. We also sell on commission and advance cash on consignments; a trial will convince you. We have the largest, best-equipped and oldest auction house in the State. REED & RAMMOND, Auctioneers, 1063-1065 S. Main st., at 11th. Phone: Broadway 2800 Home F6748.

WANTED—FURNITURE AND HOUSEHOLD GOODS of every description. Also restaurant and office outfits. We pay highest cash prices, or will sell on commission. 1st and Los Angeles sts. F. P. SUGARMAN, 112-116 Court st. Phones: F4810, Main 8114.

WANTED — FURNITURE; WILL GIVE 2 LOTS, fine residence, south front, on Alameda car; lots are in well built-up neighborhood and worth $1250. Call or write OWNER, 1703 Kane st., Los Angeles.

WANTED—TO PURCHASE, FOR CASH, GOOD FURniture, three or more rooms. 29447; WEST 1356.

TO LET—Furnished Rooms.

TO LET— HOTEL EMS, 321 S. OLIVE.

Choice outside rooms, $12 to $20 monthly; weekly if desired; fine lobby and amusement hall; every convenience; a nice home in center of town; 2 blocks from everywhere.

TO LET—IN MY LOVELY PRIVATE RESIDENCE; ten minutes' walk from city, three beautifully furnished rooms, large and sunny, hot and cold water in each bedroom, bath and sitting-room; private entrance. Best service. Breakfast if desired. Business men only. References required. 1204 OLIVE ST.

TO LET— HOTEL ST. MARKS, 100 S. OLIVE.

Choice outside rooms, $10 to $20 monthly; weekly if desired; every convenience; two blocks to Broadway.

TO LET—THE (NEW) HOTEL PERKINSON, 524 GOLDEN AVE.

Between West 6th and 7th sts. Superior service at reasonable rates. Walking distance. MAIN 675.

TO LET—IN FINE-APPEARING, WELL-KEPT brick flat, two rooms and light, cheap to responsible tenants. 410 S. BEAUDRY AVE., two blocks west Fifth and Figueroa.

TO LET—2 SUNNY FURNISHED ROOMS, HOUSEkeeping; $14; including gas, bath, electricity. Walking distance. 225 WEST 27TH STREET.

TO LET—SUNNY HOUSEKEEPING ROOMS WITH private bath; single and suites, from $10 to $16; children welcome. 1153 S. HOPE. Phone Bdwy. 7411.

TO LET—LA FINE APARTMENTS, THREE AND four rooms, newly furnished, private baths, $4.50 and $5. 216 N. BUNKER HILL. A1297.

TO LET—FURNISHED ROOMS FOR HOUSEKEEPing, $1 per week and up. 1022 S. FLOWER st.

TO LET—$5 MONTHLY; LARGE AIRY NICELY furnished housekeeping room; reasonable rent; 629 WINFIELD BLVD. Phone Main 5076.

TO LET—CLOSE IN, NICE LARGE FRONT ROOM for gentleman; $10. 829 S. FLOWER ST.

TO LET—LARGE SUNNY ROOM, FURNISHED FOR one or two; $3.75 per week; includes light and gas. 1411 S. MAIN.

TO LET—$8 MONTH, OUTSIDE ROOM FOR gentleman; gas, phone and electricity. Call 3104½ E. NINTH ST.

TO LET—2 NEWLY FURNISHED ROOMS WITH private family; no other roomers heated; use of phone; close in. 223 S. GRAND AVE. Phone 3.

TO LET—FURNISHED ROOM FOR 1 OR 2 GENtlemen, walking distance; every convenience of a private home. 1207 W. NINTH ST.

TO LET—SINGLE ROOM, HOUSEKEEPING IF DEsired, $6.75 per month; with phone, sewing machine; nice yard. 147 SOUTH AVE. 21.

TO LET—WALKING DISTANCE, SUNNY FURnished room, $6 month to one. West 7th car. 1333 INGRAHAM ST. Wilshire 5909.

TO LET—MODERN, STEAM-HEATED $3.50 UPprivate bath, $4.50 up. HOTEL VAL DEMAR, 606 S. Hope. F4296. Main 2062.

TO LET—NEW HOTEL BROADWAY, 205 N. Broadway. Finest room, best location, $2.50 week and up.

TO LET—ONE KEWLY FURNISHED FRONT ROOM arranged for housekeeping; walking distance; very cheap. Apply 909 VALENCIA ST.

TO LET—VERY CLOSE IN UPPER SOUTHEAST 6-room flat, use of electricity, bath. Gentleman, $8 per month. 226 S. BUNKER HILL AVE.

TO LET—SUNNY ROOM, 20 SWEEPING PORCH, to gentleman privileges, in Virginia family, $12 to $20. North Wilshire district. Phone HOLLYWOOD 922.

TO LET—ST. REGIS, 237 S. FLOWER, NEAR business district. $2.50 up. $9 up monthly.

TO LET—CLEAN SOUTHEAST ROOM, ALL CONvenience; if desired. 1412 W. 8TH ST.

TO LET—FURNISHED FRONT ROOM IN PRIVATE family, with private bath. Phone 60078 2667.

TO LET—HOTEL HADDON HALL, 230½ S. SPRING. Clean, airy rooms; $2 week and up.

TO LET— OR AUTOMOBILE AS PART PAY; electric motors, 10 to 50 and 75 watts.

TO LET—$2 WEEK EACH; CLEAN FURNISHED housekeeping rooms; bath. 548 E. PICO ST.

WANTED— To Purchase, Miscellaneous.

WANTED—DIAMONDS. We pay more than others. Come to me. I will pay you a fair price. Don't sell or have it sent C. O. D. Call and see me at once. See me about J. C. OLIVER, Suite 6 Douglas Bldg., 257 S. Spring. Main 8114.

WANTED—DIAMONDS; SELL YOUR DIAMONDS and get the most we can pay. Don't sell your diamonds to a jeweler. We are manufacturers and can pay more. Call or write Diamond Importing Co., 1st floor Douglas Bldg. F2514.

WANTED—DIAMONDS; OLD GOLD, SILVER, platinum, etc.; we pay the highest prices. Call or write THE CRAFT SHOP, room 7, 2nd floor, Fourth and Broadway.

WANTED—TO BUY DIAMONDS, JEWELRY, WATCHES, old gold, silver, platinum, etc.; highest prices paid. MARKWELL & CO., 309 Grant Bldg.

WANTED—OLD CLOTHING, SHOES, BOOKS, old gold, silver, false teeth, diamonds, watches, jewelry, trunks, etc. KORDITZ, 1130½ S. Main. Phone 10744.

WANTED—PORTABLE HOUSE, MUST BE CHEAP for cash. Address F., box 214, TIMES BRANCH OFFICE.

WANTED—TO BUY OR SELL FOR CASH, OLD clothing, shoes, furniture, stoves, carpets, etc. 616 W. SIXTH, near Grand.

WANTED—PRINTING OUTFIT, WITH ONE PRESS or more; only give lowest cash price. MITCHELL & SMITH, The Dalton Co.

WANTED—DIAMONDS, OLD GOLD, ANTIQUES, etc.; I pay more than others. H. B. CROUCH & CO., 730 S. Hope.

WANTED — CASH PAID FOR FEATHER BEDS and pillows. 427 E. 1ST ST.

WANTED— Miscellaneous.

WANTED— DON'T WAIT till the last minute to telephone your "Want" to THE TIMES; but set it in early.

WANTED— Discarded Clothes.

WANTED— CAST-OFF CLOTHING, THE ST. LOUIS MINIT CO., will call for, Main 6 suit, Main 6 suit.

WANTED— Furniture.

WANTED—TO PURCHASE THE FURNITURE of private residence for cash; in all cases we pay the highest prices; if you have anything to sell, write us and we will be pleased to call and see it; we are in a position to buy from large lots to single pieces; address MR. BARCLAY, 1000 S. Main st.

WANTED — HOUSEHOLD AND OFFICE FURniture, rugs, stoves, etc.; highest cash prices paid. 247 E. 1ST ST. ARNOLD'S FURNITURE CO., 140 South st. F5624, Main 2562.

WANTED—PARTY DESIRES TO PURCHASE 3 to 5 room house of furniture. PHONE 22289.

TO LET— Unfurnished Flats.

TO LET— FLATS DE LUXE.

JUST COMPLETED, THE FINEST FLATS WEST OF CHICAGO. 15% BLOCKS FROM WILSHIRE BLVD., IN WILSHIRE. THE VERY FINEST BRICK 5-ROOM FLATS, FINISHED IN MAHOGANY, TILE BATHS, STEAM HEAT, AUTOMATIC WATER HEATERS, ALL THE LATE BUILT-IN FEATURES, ALL WALLS DONE IN OIL AND HAND DECORATED, SLEEPING OUT CHAMBERS, BASEMENTS; SERVANT'S QUARTERS; GARAGES; NOW READY FOR OCCUPANCY. THERE ARE STILL A FEW UNRESERVED. CAN BE INSPECTED BETWEEN HOURS OF 11 AND 3. 729 S. BERENDO. PHONE L. T. MAYO, MAIN 7501; F4874.

TO LET— ONLY $20 A MONTH.

New, modern, bright, sunny flat, southwest, 3 large rooms, Pullman breakfast-room, sleeping porch, two disappearing beds, all built-in features, garage if desired. Splendid neighborhood; also ½ double bungalow; four nice rooms. $16. 2915 NORMANDIE.

20th-University car to Normandie; walk south half block. T7318.

TO LET—AT THE BURGWALD, NEW 4 AND 5-room STEAM-HEATED, unfurnished apartments, large and sunny, hot water, hardwood floors, built-in beds, buffet, mantel, refrigerator, gas range, elevator, janitor service, beautiful view of the mountains, elegant neighborhood. Adults. 926 WESTMORELAND AVE.

TO LET—FOUR-ROOM BRICK FLATS, UPPER and lower, new front, with or without garage, automatic heater, gas range, hardwood floors, all built-in effects, one block from three car lines. 2415 MAGNOLIA AVE. Rent reasonable. Phone 21649.

TO LET—2 MODERN 4-ROOM FLATS, 1 UPPER, 1 lower; very sunny; bedding just completed; sleeping porches, built-in beds and mirrors and shower bath; gas range and linoleum, kitchen; garage if desired. 960 FEDORA ST. W. 11th st. car. Phone Wilshire 5618.

TO LET—NEW 4-ROOM UPPER FLAT, HIGH ground, best residential neighborhood. Individual furnaces, fireplace, beautifully designed for particular tenants at reasonable rent. Garage. Don't want it. Washington or West 16th car. 1712 FOURTH AVE.

TO LET — NEW, ELEGANT FLATS, 4 ROOMS, bath, sleeping porch and storeroom, high ground, magnificent view; healthiest part of city, 10 minutes from Sixth and Broadway; key at 808 W. BONNIE BRAE. Wilshire 3593. Take Edendale car, get off at Santa Cruz; walk one block west to N. Bonnie Brae.

TO LET—CLOSE TO COURTHOUSE, 4 AND 5-room flats, gas range, electric lights, porcelain baths, water paid, rent from $18 to $30. HUNbELL INVESTMENT CO., 502 Bullard Bldg. Phone A2784.

TO LET—UNFURNISHED, MODERN COTTAGE flat, second floor, two balconies, sleeping porch, all exposures, six rooms, bath, light and air; permanent family of adults. 511 WEST 18TH STREET.

TO LET—IN VERY EAST WALKING DISTANCE, modern four-room flat, newly refinished. 1316 MYRTLE STREET. Two short blocks east of Pico and Maple.

TO LET—BEAUTIFUL SUNNY LARGE FOUR-room flat, close to Science church, two-family house, wall beds and all improvements. Sleeping porch. $18 per month. Bungalow heat and water. 1423 MALVERN AVE. West 16th car, stop Malvern, or Pico Heights, South Bonnie Brae.

TO LET—ADULTS, MOST DESIRABLE, STRICTLY modern, sunny, 3-room south flat in city for the money. Desirous of being close to Pico car. 1731½ DEWEY AVE. Phone 73908.

TO LET—MODERN FIVE-ROOM FLAT, WITH every convenience, 1115½ TRENTON ST., one block west of Figueroa, between Eleventh and Twelfth sts.

TO LET—WESTLAKE DISTRICT. LARGE CORNER room, newly furnished, 2 large windows, private home, excellent location, good neighborhood. PHONE 24531.

TO LET — NEW FURNISHED HOTEL, 141 N. FLOWER ST. All outside, large, sunny rooms, steam heat, hot and cold water, porter and maid service. Rates reasonable. F3614.

TO LET—COVET APARTMENTS, 233 Clay st. Apartments and single rooms, $2.50 per week & up.

TO LET—ONE SINGLE, ONE DOUBLE SUNNY room, private baths, $16. 1021 ALBANY. West 9th car.

TO LET—2 NEWLY FURNISHED ROOMS WITH private family; no other roomers heated; use of phone; close in. 223 S. GRAND AVE. Phone 3.

TO LET—FURNISHED ROOM FOR 1 OR 2 GENtlemen, walking distance; every convenience of a private home. 1207 W. NINTH ST.

TO LET—SINGLE ROOM, HOUSEKEEPING IF DEsired, $6.75 per month; with phone, sewing machine; nice yard. 147 SOUTH AVE. 21.

TO LET—WALKING DISTANCE, SUNNY FURnished room, $6 month to one. West 7th car. 1333 INGRAHAM ST. Wilshire 5909.

TO LET—MODERN, STEAM-HEATED $3.50 UPprivate bath, $4.50 up. HOTEL VAL DEMAR, 606 S. Hope. F4296. Main 2062.

TO LET—NEW HOTEL BROADWAY, 205 N. Broadway. Finest room, best location, $2.50 week and up.

TO LET—ONE KEWLY FURNISHED FRONT ROOM arranged for housekeeping; walking distance; very cheap. Apply 909 VALENCIA ST.

TO LET—VERY CLOSE IN UPPER SOUTHEAST 6-room flat, use of electricity, bath. Gentleman, $8 per month. 226 S. BUNKER HILL AVE.

TO LET—SUNNY ROOM, 20 SWEEPING PORCH, to gentleman privileges, in Virginia family, $12 to $20. North Wilshire district. Phone HOLLYWOOD 922.

TO LET—ST. REGIS, 237 S. FLOWER, NEAR business district. $2.50 up. $9 up monthly.

TO LET—CLEAN SOUTHEAST ROOM, ALL CONvenience; if desired. 1412 W. 8TH ST.

TO LET—FURNISHED FRONT ROOM IN PRIVATE family, with private bath. Phone 60078 2667.

TO LET—HOTEL HADDON HALL, 230½ S. SPRING. Clean, airy rooms; $2 week and up.

TO LET— OR AUTOMOBILE AS PART PAY; electric motors, 10 to 50 and 75 watts.

TO LET—$2 WEEK EACH; CLEAN FURNISHED housekeeping rooms; bath. 548 E. PICO ST.

TO LET— Housekeeping Rooms, Furnished and Unfurnished.

TO LET—$14 MONTH, ONE FRONT ROOM AND kitchen, furnished, including water, bath, gas, stove and electricity. Call 2104½ E. NINTH STREET.

TO LET—TWO ROOMS, HOUSEKEEPING, PRIVATE bath, $10 month; free gas and light. Cheap as per month. 410 S. BEAUDRY AVE., two blocks west Fifth and Figueroa.

TO LET—2 SUNNY FURNISHED ROOMS, HOUSEkeeping; $14; including gas, bath, electricity. Walking distance. 225 WEST 27TH STREET.

TO LET—SUNNY HOUSEKEEPING ROOMS WITH private bath; single and suites, from $10 to $16; children welcome. 1153 S. HOPE. Phone Bdwy. 7411.

TO LET—LA FINE APARTMENTS, THREE AND four rooms, newly furnished, private baths, $4.50 and $5. 216 N. BUNKER HILL. A1297.

TO LET—FURNISHED ROOMS FOR HOUSEKEEPing, $1 per week and up. 1022 S. FLOWER st.

TO LET—$5 MONTHLY; LARGE AIRY NICELY furnished housekeeping room; reasonable rent; 629 WINFIELD BLVD. Phone Main 5076.

TO LET—CLOSE IN, NICE LARGE FRONT ROOM for gentleman; $10. 829 S. FLOWER ST.

TO LET—LARGE SUNNY ROOM, FURNISHED FOR one or two; $3.75 per week; includes light and gas. 1411 S. MAIN.

TO LET—$8 MONTH, OUTSIDE ROOM FOR gentleman; gas, phone and electricity. Call 3104½ E. NINTH ST.

TO LET—2 NEWLY FURNISHED ROOMS WITH private family; no other roomers heated; use of phone; close in. 223 S. GRAND AVE. Phone 3.

TO LET—FURNISHED ROOM FOR 1 OR 2 GENtlemen, walking distance; every convenience of a private home. 1207 W. NINTH ST.

TO LET—SINGLE ROOM, HOUSEKEEPING IF DEsired, $6.75 per month; with phone, sewing machine; nice yard. 147 SOUTH AVE. 21.

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TO LET—FURNISHED FRONT ROOM IN PRIVATE family, with private bath. Phone 60078 2667.

TO LET—HOTEL HADDON HALL, 230½ S. SPRING. Clean, airy rooms; $2 week and up.

TO LET— OR AUTOMOBILE AS PART PAY; electric motors, 10 to 50 and 75 watts.

TO LET—$2 WEEK EACH; CLEAN FURNISHED housekeeping rooms; bath. 548 E. PICO ST.

TO LET— Furnished Flats.

TO LET—NEW FLAT, 3 ROOMS, BATH, SLEEPing porch, 2 large closets, hardwood floors, inlaid linoleum, everything first-class, handsomely furnished; two built-in beds, beautiful mirrors, reasonable to permanent tenants. 2916½ BUDLONG. 77497. F2663. Broadway 7488.

TO LET—NEW, ELEGANT FLATS, 4 ROOMS, BATH and storeroom, high ground, magnificent view; healthiest part of city, 10 minutes from Sixth and Broadway; key at 808 W. BONNIE BRAE. Wilshire 3593. Take Edendale car, get off at Santa Cruz; walk one block west to N. Bonnie Brae.

TO LET—NEW 2 AND 3-ROOM APARTMENTS, from $12 to $28; Pine view, Sunny, mantel, good neighborhood. Take Cross Hill car to Rosslyn, walk one block south. 1222½ W. FOURTH.

TO LET — NICELY FURNISHED 2 AND 3-ROOM sunny apartments, clean, modern, private baths, home conveniences. $14 to $20. PIRE APTS., 918 West First, near Figueroa.

TO LET—BRONX APTS., 624 W. FOURTH, THIRD block from Broadway. New, elegantly furnished double apartments; 2 large looms, kitchen, bath, phone; doubles, $40. $45, $50; single, $25, $30.

TO LET—JUST OPENED, O'NEIL APARTMENTS, 350 S. Figueroa st., modern, beautiful apartments five minutes from Broadway, automatic elevator. MAIN 3850 or 60506.

TO LET — LOUVRE APARTMENTS, 605 E. WASHington; steam heat, private baths, private phones, roof garden, garage; best in city for the money. 24742.

TO LET— SCARBOROUGH APARTMENTS, New, first-class, 5 minutes' walk from 5th and Broadway, 517 S. FLOWER ST.

TO LET—THE COSY BARYMAN APARTMENTS, 834 GOLDEN AVE. New Management. Beautiful 2 and 3-room apartments; steam heat, private baths; near 2 car lines. 54984.

TO LET—NEW MODERN UPPER BUNGALOW flat, four large sunny rooms, disappearing bed, yard and garage; 10 minutes' ride from Broadway. Phone 21645.

TO LET—MODERN, FIVE ROOM FLAT, WITH every convenience, 1115½ TRENTON ST., one block west of Figueroa, between Eleventh and Twelfth sts.

TO LET—WESTLAKE DISTRICT. LARGE CORNER room, newly furnished, 2 large windows, private home, excellent location, good neighborhood. PHONE 24531.

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TO LET— Apartments Furnished.

TO LET—MODART APARTMENTS, 1022 S. HILL st. Broadway 2380. Two-room apartments; steam heat, hot and cold water; private phone; walking distance.

TO LET — LEIGHTON APARTMENTS, WESTLAKE district; all double apartments; rates $25 to $50 per month. Inquire LEIGHTON HOTEL, 2127 W. Sixth st.

TO LET—MARIPOSA APARTMENTS, 1348 SHATTO st., corner of Valencia, new and beautifully furnished, up-to-date apartments, clean and reasonable; good service. 557877. WILSHIRE 2810.

TO LET — NEW 2 AND 3-ROOM APARTMENTS, from $12 to $28; Pine view, Sunny, mantel, good neighborhood. Take Cross Hill car to Rosslyn, walk one block south. 1222½ W. FOURTH.

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TO LET— SCARBOROUGH APARTMENTS, New, first-class, 5 minutes' walk from 5th and Broadway, 517 S. FLOWER ST.

TO LET—THE COSY BARYMAN APARTMENTS, 834 GOLDEN AVE. New Management. Beautiful 2 and 3-room apartments; steam heat, private baths; near 2 car lines. 54984.

TO LET— Apartments Furnished.

TO LET— CHALET APARTMENTS, 2375 SCARFF ST. Most desirable Location.

Overlooking Beautiful St. James Park.

New, modern, elegantly appointed; throughout; extra-large apartments, with dressing-rooms and private balconies. Take University car on Spring st. Home 20597. West 2321.

TO LET—HUNTLEY APARTMENTS, 1207 W. THIRD ST. Take Crown Hill car.

Housekeeping apartments, summer rates; new concrete building, two passenger elevators; every room an outside room; well ventilated; well heated; cement courts; tennis courts, free garage; 10 minutes' walk to Third and Broadway. Apartments, $40 to $100 a month. Present this adv. and get $5 at the time you pay first month's rent. Phones 10108, or Main 834.

TO LET— DE LUXE.

617 Westmoreland avenue.

Finest apartments in America.

Most exclusive neighborhood. New.

Elegantly furnished. Two shower baths.

Every known modern convenience.

Sleeping porch, sun parlor.

Garage and maid's room with each apartment.

Home Phone 557870.

TO LET— HOTEL EMS, 321 S. Olive.

At the head of Angels' Flight, or just a step up Fourth st.; choice apartments, lots of fun, all conveniences, $30 to $60.

TO LET— WINS APARTMENTS AND HOTEL, FIGUEROA AND TENTH STS.

75 rooms; beautiful apartments, with kitchen, a home within itself; about 100 rooms straight hotel, with full service, $35, $40 and up.

E. J. A. WATTS, Manager.

Formerly with Hotel Statler, Buffalo, N. Y.

TO LET—NEW LA FRANCE APTS. ALL OUTSIDE ROOMS.

You will be surprised at the prices when you see these elegantly furnished and 3-room apartments; also rooms with bath.

ATTRACTIVE SOCIAL FEATURES.

Magnificent lobby, ballrooms, billiard and card rooms, sun and ladies' parlors, both phones in apartments. Elevators. Service unexcelled. Fireproof building.

631 S. BURLINGTON, at Seventh st. Phones: 60787, Wilshire 4600.

TO LET—LA COURT— The Beautiful. 822 S. Bonnie Brae. New, fine, most desirable, charming location, near Westlake Park, surrounded by fine homes, a home different from all others, large light dressing-rooms, independent kitchen closets, balconies, front porches, ladies' parlors on each floor; many other attractive features that will appeal to those seeking comfort, quiet, elegance. Rent $32.50 to $60. The latest in all appointments and furnishings. Adults only. Phone WILSHIRE 5500. HOME 557093.

TO LET— STRATHMORE APARTMENTS, 910 Grand View st.

This is a comfortably furnished, homelike, steam-heated brick house of 100 rooms; large outside kitchens in each apartment; elevator and sun parlor; two blocks from Hoover st. school. W. Ninth st. car line. Attractive rates. Phone 54000 and WILSHIRE 1122.

TO LET—POTTER APARTMENTS— One nice place to live. High-class. Reasonable rates. We want a few nice people to fill our house for the winter. Croquet grounds, tennis court, pool table. Rates, $25 per month. Special rates to children. Good car service and reasonable garage close by. Reference required. 1237 S. ALVARADO ST. 53348 West 2348.

TO LET—HACKEL APARTMENTS, 1142 W. 10TH st. New fireproof building, just completed. Absolutely modern in every detail. Every room an outside room. Walking distance. Single and double apartments, with private baths and phones; oscillating fans and hot water. Choice tenants. Rates reasonable. 11th st. car to Overton, or W. Ninth car to Bonnie.

TO LET—TRUNKS MOVED FREE. If You Rent Here. We Get Most Room. Rates Best You Can. WE KEEP OUR FREE AUTOS BUSY. Showing Real Value Every Quarter. M. 1400 CITY RENTAL BUREAU A4275. 435 S. Hill. Ground Floor. Not Upstairs.

TO LET— WEST NINTH STREET NEAR WESTLAKE PARK. THE CARFORTH.

Quiet, high-class apartments, nicely furnished, every convenience, brick building. For service given rates absolutely the most reasonable. We can suit you. 1207 WEST NINTH. 57570 L. 7th-3ire 4040.

TO LET—BEWARE OF IMITATORS!! Our service is absolutely free. Placing you in Apartments, hotels, housekeeping rooms or board. Free auto service. Baggage moved free. WHERE TO STOP ASSN. 1106 Baker-Del. Bldg., 5th and Hill, bet. Hill and Olive.

TO LET— THE HORTON APARTMENTS.

At 1755 W. Adams st., offers inducements in price and quality unsurpassed by any apartments in building; steam heat, private phones, tennis court etc.; single apartments, $27.50. Take W. Adams car to Hoover st. Phone 62287.

TO LET—HIGH-CLASS FURNISHED 5-ROOM apartment. Oriental rugs, mahogany furnishings, grand piano, perfect in every detail. Reference required. Will rent for six months or less. HOME 556772. Call S., 926 Westmoreland ave., Apt. 5.

TO LET— CRAGMONT APARTMENTS.

New house; Westmoreland district, Pico or W. 16th car. 55278; West 797. 1423 MAGNOLIA AVE.

TO LET— AT THE ENGADINE.

One 850 3-room apartment, steam heat, private phone, modern in every way, if taken today, $35 and no more. 1031 AND WESTLAKE AVE. Wilshire 3100. Home 559056.

TO LET—TURQUOISE APARTMENTS, 631 S. BONNIE BRAE ST.

Large, sunny, modern, 2-room suites, dressing-room, automatic elevator, sun parlor, beautiful lobby, hall and lobbard rooms; weekly service; plenty steam heat and hot water. Prices and terms reasonable.

TO LET— DORIA APARTMENTS.

$25—Regular $32.50 apartments; the best furnished, steam-heated apartments in the city; large, modern, outside rooms; bungalow, private bath, 2, 3 and 4-room apartments; rates very low. 243 S. OLIVE ST. Home 10649. Main 77.

TO LET — ROSS OF SHARON APARTMENTS, Hazelwood; select neighborhood; steam heat; enamel kitchens and bath; everything furnished but gas; $22.50 month. 240 S. BONNIE BRAE. Wilshire 1617.

TO LET—FRONT CORNER SUNNY APARTMENT, private bath and dressing-room $20. One south, east corner, $19; steam heated; grapes. 1112 Alpine. ELIZABETH APARTMENTS. 55249. Wilshire 2502.

TO LET—RYAN APARTMENTS, 4075 MONETA ave., new, all outside rooms, private bath, sleeping porches, next one of the best schools in the city. $18 and up. Phone 29888; also apartments at 5922 PASADENA AVE.

TO LET—WHY RENT AN APARTMENT WHEN you can have same convenience with bonds secured at the same price. No work. Select and congenial. 1328 LINWOOD AVE., between W Seventh and Eighth sts., off Whittier. Walking distance.

TO LET— THE EDWARDS APARTMENTS, 1427 Grifith ave. Large 3-room apartments, with beautiful private baths, only $20 per month; equal to best side $40 apartments. Come today. PHONE 22615.

TO LET—NICELY FURNISHED THREE-ROOM south hardwood floors, built-in effects. Call 5484.

TO LET—3-ROOM APARTMENT, FURNISHED, private home, private bath. 1716 TOBERMAN. Phone West 62286.

TO LET—SUNNY, CLEAN, 4 ROOMS, CLOSETS, yard, lawn, porches, sewing machine, piano, desk. $18.50. Washington car. 1836 ARAPAHOE.

TO LET—STRICTLY MODERN FOUR-ROOM LOWer flat, newly furnished; close in. MAIN 6616.

TO LET—MODERN, SUNNY COTTAGE FLAT, 3 rooms, 2 beds, walking distance. 1409 GIRARD.

TO LET—NICELY FURNISHED 3-ROOM MODern flat. Rent only $20. Call SOUTH 5484.

TO LET— Apartments Furnished.

TO LET—MODART APARTMENTS, 1022 S. HILL st. Broadway 2380. Two-room apartments; steam heat, hot and cold water; private phone; walking distance.

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TO LET— SCARBOROUGH APARTMENTS, New, first-class, 5 minutes' walk from 5th and Broadway, 517 S. FLOWER ST.

TO LET—THE COSY BARYMAN APARTMENTS, 834 GOLDEN AVE. New Management. Beautiful 2 and 3-room apartments; steam heat, private baths; near 2 car lines. 54984.

TO LET— Apartments Furnished.

TO LET— GAVIOTA APARTMENTS— 222 N. FREMONT AVE.

$14 MONTHLY, 3-ROOM FURNISHED APARTMENTS, COMPLETE FOR HOUSEKEEPING; TWO BEDS, FREE ELECTRICITY, SPOTLESSLY CLEAN, COSY, CONVENIENT, ON PAVED STREET, WALKING DISTANCE, TAKE CAR WEST FROM SECOND AND BROADWAY.

TO LET—BABETTE APARTMENTS, ELEGANT double apartment now vacant; one single, also bachelor apartment with hotel service. Reasonable rates. $20 up. Walking distance, high elevation. Elevator and steam heat. Day, week and monthly rates. 1320 WEST 5TH ST. West 6th st. car, get off Bixel.

TO LET—BALTIC APARTMENTS— New, modern, single rooms, single, double apartments, sleeping porches, amusement hall, roof garden, poolrooms, garage. Inspection means move to 1127 ORANGE ST. Walking distance. West 7th st. car to Bixel.

TO LET—NEATLY FURNISHED 2-ROOM APARTment; also dark rooms, close in, $3 up. 647 TOWNE AVE.

TO LET—NICELY FURNISHED NEW BUNGALOW, very complete, easy walking distance. 121 N. BEAUDRY AVE.

TO LET—ROBINSON APARTMENTS— 923 S. Union ave. South, sunny, 2 and 3 rooms, $20 to $35 per month. W. Ninth car.

TO LET—NEVADA APARTMENTS, A NICELY FURnished 3-room modern apartment, fine location, furnace rent, low rates to permanent tenants. 1401 WINFIELD ST.

TO LET—NEW 3-ROOM APARTMENT AND BATH, adults; also garage. 620 W. JEFFERSON ST.

TO LET—ST. REGIS, 237 S. FLOWER, NEAR business district, single, $17.50; double, $27.50.

TO LET— Apartments Furnished.

TO LET — UPSTAIRS, THREE BRICK, FRONT rooms, bath, wall beds 1044½ PARK VIEW. 51119. Wilshire 856.

TO LET—3-ROOM APARTMENTS, PRIVATE BATH, disappearing beds, gas range. 556 N. WESTERN AVE. Phone West 4833.

HOTELS, ROOMING-HOUSES— Lodging, Day or Week.

TO LET—HOTEL STANLEY, ONE-HALF BLOCK FROM NEW S. P. DEPOT. 551 CERES AVENUE.

NEW AND WELL-KEPT; BEST STEAM-HEATED ROOMS IN TOWN, $2.50 PER WEEK AND UP.

TO LET— Rooms and Board.

TO LET—WOMAN JUST LEFT DEPENDENT OFfers apartments and board in very elegant private home with garden, trees, large grounds. Exclusive residence section, one of show places of city. Will take couple or possibly three men who can appreciate UNUSUAL advantages and are willing to pay for them. Manicure entirely furnished. Excellent service, garage for 3 cars. References exchanged. Address C, box 598,

Classified Liners.

TO LET—
Stores, Offices, Business Sites.

TO LET—
201-3 N. Broadway, $125; $75 or both $150.
211 N. Broadway, $60.
768 San Pedro st., $40 now. (Same $50 to $60.)
THE McCARTHY CO.,
Main 8172. 609 S. Hill st. 60400.

TO LET—VACANT CORNER ON PICO ST., CLOSE in, has been occupied for over 5 years as an auto and bicycle repair shop; fine chance for a good repair man to start in lucrative business for himself; low rent. BARTELS & HOWARD, 604 Douglas Bldg.

TO LET—DESK ROOM. CALL AT ROOM 331 UNION OIL BLDG.

TO LET—DESK SPACE WITH OR WITHOUT desk. Call 529 SECURITY BLDG.

TO LET—STOREROOM SUITABLE FOR ANY KIND of small business, $25. 342½ S. BROADWAY.

TO LET—
Beach Property.

TO LET—NICE SUNNY ROOMS, CHEAP. CLUB HOUSE and OCEAN FRONT, Venice.

TO LET—LONG BEACH TENT CITY, HOUSEKEEPing tents, $3 to $4 week. Ideal for tourists.

TO LET—
Farming Lands.

TO LET—FOR LEASE—TWO HUNDRED-ACRE ranch, near Long Beach, ideal boot land, near shipping station, large pumping plant and pipe system complete, $15 per acre rental. W. REAL MR. GUNTER, with Northern & Purdy, 326 Story Bldg.

TO LET—22 ACRES EXCELLENT LAND, UNDER cultivation, abundance of water, varied fruits, good house and barn; reasonable rent. One mile east of station. Address F. C. BESTHER, Stanton, Cal.

TO LET—480 ACRES, FARMING OR LAND FOR apples, pears, etc.; Tehachapi, on the terms; 183 acres Hemet, cheap. California lands for sale; large list. W. E. BRYANT, 204 Pay Bldg.

TO LET—4½ ACRES NEAR EL MONTE FOR grain or potatoes; crop rent. Box 276, OCEAN PARK, Cal.

TO LET—
Poultry Ranches.

TO LET—FOR LEASE—8-ACRE POULTRY RANCH, 4-room house, small barn and garage; 100-ft. chicken house, capacity 500 to 700 birds; water piped over place; ½ acre alfalfa. La Canada Valley, 2 miles Montrose car, 12 miles L. A. Ideal location for poultry farm. Address OWNER, 4407 Cameo st. Phone Hollywood 2660. Rent $20 per month.

TO LET—NEAR ENGLEWOOD, FOUR-ROOM house as much land as you want up to an acre. Gas and water in house, chicken fence all around. Also to let, one acre. Address M. L. BIXBY, Inglewood.

TO LET—SMALL CHICKEN RANCH, IMPROVED, house, sheds, water, etc. 5c fare. Reasonable to right party. 8017 ALAMEDA ST. Watts car to Tenth st.

TO LET—SAWTELLE, 1¼ ACRES, 7-ROOM HOUSE, 4 furnished; could subdi 3; bath, gas, electricity, fruit, chicken and cow corrals, $22.50. 1153 HOBART BLVD. West 2908.

FOR SALE—
Houses.

FOR SALE—

A BARGAIN.

In the Westlake District.

New 7-story house, with 9 large rooms, on Carondelet st.

Only $6500.

Lot is 50x165, terraced above the street, overlooks entire Westlake district. Only 15 minutes from business section.

GEO. F. ELMENDORF, Phones: 10635 or Main 6661.

FOR SALE—

WILSHIRE, $500 DOWN.

Have three houses in Wilshire, very well located near Hobart, each 9 rooms; two-story; four bedrooms; hardwood floors, large lots, modern in all details; will sell these each on down payment of $500, at a cheap price.

DUBFLINGER, owner,
1004 Trust and Savings Bldg. Bdwy. 1084. P4511.

FOR SALE — SOUTHERN CALIFORNIA'S MOST beautiful palatial mansions, elaborate decorations, completely and elegantly furnished; grounds highly improved; all kinds ornamental trees, shrubbery, flowers, fruit, etc., etc.; being one of Pasadena's noted show places, located in the most exclusive aristocratic sections of Orange Grove blvd.; price completely furnished, $35,000; easy payments. Have refined rental of $1000 per month. Address owner, 800-7-8 HIBBERNIAN BLDG., Los Angeles.

FOR SALE—BEAUTIFUL, NEW, MODERN BUNgalow, Pico Heights, living-room and dining-room in golden oak. Breakfast-room and bedrooms in white enamel. Tiled bath, oak floors, Mission finish. Furnace, high, sightly, east front lot. Overlooks Wilshire district. Large trees. Special price, $5250. Easy terms. F2344. 705 TRUST AND SAVINGS BLDG.

FOR SALE—
Fire-room bungalow, most select part southwest, sewer improvements in, lawn, flowers, shrubbery, fruit trees; for $4000. $75 better lighting fixtures than any other house in tract. Will sell completely furnished for $4000. Terms $800 cash, balance $25 per month.
O. H. WINTON, 6052 Second avenue. Take Moneta Drive car on Broadway.

FOR SALE—

$6500.

NEAR WESTLAKE.

New, handsome 5-room house, located on high and sightly ground, overlooking entire Wilshire section.

This property is worth $7300. Will give liberal terms.

E. STAIR, 10685 or Main 6661.

FOR SALE—OR EXCHANGE—
1416 OAK ST.

A good seven-room house, has a fine future apartment site value.

THE McCARTHY CO., 609 S. Hill.

FOR SALE—OR TRADE—A BEAUTIFUL EIGHTroom bungalow, southwest, sleeping porch, furnace heat, gas heat, bathroom, hardwood floors. Driveway, garage. This is high-class place for high-class people. Will trade my equity for what have you? 408 CHAMBER COMMERCE.

FOR SALE—EASY PAYMENTS, LIKE RENT, worth $4500, will sell for $3500; $500 cash, $35 a month, new 5-room bungalow, just completed, fine location. Owner on ph. See HURD BROS. CO., 407 Central Bldg.

FOR SALE—7-ROOM, 2-STORY HOUSE, NEARLY new, Arlington Heights, stone porch, oak floors, built-in features, furnace, garage, completely and elegantly furnished, including piano; will sell for $5600; bank will loan $3000; no trade; no agents. See OWNER at 2020 Seventh ave.

FOR SALE—$7500. SACRIFICE. $7500.
NEAR WILSHIRE BLVD.
Swell 2-story 9-room home, 955 S. Wilton. Garage. Lot 60x150. This is a sacrifice. No commission. Phone OWNER, Main 8243, 63511.

FOR SALE—SACRIFICE PRICE, $3400. 6-ROOM modern bungalow, basement, fine furnace, garage, Good location on Kenmore st. West Adams car. See owner, MR. GREEN, P4811. Bdwy. 1084. 1004 Trust and Savings Bldg.

FOR SALE — 7-ROOM BEAUTIFUL MODERN white plaster mission bungalow, on a large corner, with a 5-story, 24-room apt., new and modern; just become vacant for 3 years at $1260 per month; $12,600 cash will handle this. See the owner at 820 GERTRUDE ST.

FOR SALE—A RARE BARGAIN, 5-ROOM COTtage, fine lot. Price $2650, $25 down, $14 per month. 1749 E. 30th st., between Central and Compton aves. Take Central ave. car.

FOR SALE—WILSHIRE, $500 DOWN.
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DUBFLINGER, owner,
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O. H. WINTON, 6052 Second avenue. Take Moneta Drive car on Broadway.

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NEAR WESTLAKE.

New, handsome 5-room house, located on high and sightly ground, overlooking entire Wilshire section.

This property is worth $7300. Will give liberal terms.

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FOR SALE—
Houses.

FOR SALE—

GREAT BARGAINS IN MOST DESIRABLE NEW HOUSES IN THE EXCLUSIVE RESIDENTIAL WILSHIRE DISTRICT.

Some of the owners moving east, others forced to sell, accounting for low prices. Many built by owners for their own homes and are the last word in up-to-date houses from the standpoint of location, comfort, convenience and solidity. All can be bought on very easy terms.

BARGAIN NO. 1.

$9100. New bungalow of 6 rooms, modern. Large lot; good location.

BARGAIN NO. 2.

$4800. New bungalow of 7 rooms, modern. All built-in features, hardwood floors, fine lot, 50x150. Good neighborhood, near cars.

BARGAIN NO. 3.

MUST BE SOLD AS OWNER IS COMPELLED TO MOVE EAST THIS MONTH. Built only 1 year. Two-story house of 9 rooms, modern. Hardwood floors. East front lot, 60x170, with garage. Ideal location, near 6th st. car line. $1000 or more cash, balance easy terms.

BARGAIN NO. 4.

WILL TAKE OTHER CLEAR PROPERTY AS FIRST PAYMENT AND GIVE TIME ON BALANCE IF DESIRED. New two-story gun stock bungalow, 10 rooms, strictly modern, including 2 baths, besides shower. CENTER HALL, LIVING-ROOM, LIBRARY AND DINING-ROOM FINISHED IN MAHOGANY. All built-in features. Hardwood floors throughout. Lot 80x150, with 2-car double garage. Very best location, north of and very near Wilshire blvd.

BARGAIN NO. 5.

BUNGALOW WITH PATIO. New white plaster bungalow of 5 rooms. Modern, including furnace and two baths. Hardwood floors throughout. Lot 64x140, with garage. Ideal location, being
438 SOUTH HOBART BLVD.
MUST BE SOLD.

BARGAIN NO. 6.

IN THE HEART OF THE WILSHIRE DISTRICT. New Swiss chalet of 9 rooms. Modern, including two baths. Main rooms finished in mahogany, hardwood floors throughout. Double clean corner lot, 60x150.

BARGAIN NO. 7.

ST. ANDREWS PLACE. Only $5500; worth $7000. Nearly new, two-story house of 8 rooms, modern, hardwood floors. Lot 80x135 with garage.

BARGAIN NO. 8.

ONLY $3500; TERMS EASY. On beautiful Manhattan place. Five large rooms besides screened porch. Modern. Hardwood floors. Lot 50x130.

BARGAIN NO. 9.

Will take ¼ value in other property and give time on greater part of deferred payments for new house of 12 rooms. Strictly modern, including three baths; hardwood finish, floors and stairways. East 23d st., corner lot, 80x150, with double garage, having man's room and bath. Cash value of property $20,000.

HOLLYWOOD.

BARGAIN NO. 10.
PRICE REDUCED FROM $8000 TO $5000. Terms easy. Excellent two-story house of 7 rooms, including 4 bedrooms, modern. Lot 72x170 with fruit trees, flowers, etc.

BARGAIN NO. 11.

Only $3700, $700 cash, balance easy terms. New bungalow of 6 rooms, modern, hardwood floors. Ideal location, near Hollywood blvd. Owner non-resident, hence the low price.

BARGAIN NO. 12.

$4700. TERMS EASY. New bungalow of 7 rooms. Modern. Hardwood floors. Lot 60x135. Very best location.

MANUAL ARTS HIGH SCHOOL DISTRICT.

BARGAIN NO. 13.
$3500. New bungalow of 6 rooms, large lot.

S. M. COOPER,
302 Story Bldg. Sixth and Broadway.
Telephones: Broadway 870, A2783.

FOR SALE—

START THE NEW YEAR RIGHT.

STOP PAYING RENT.

$4000—$200 CASH, $35 PER MONTH.

216 NORTH KINGSLEY DRIVE, NORTH WILSHIRE DISTRICT. NEW THOROUGHLY MODERN CRAFTSMAN BUNGALOW SITUATED IN ONE OF THE NICEST STREETS IN THE CITY; ALL BUILT-IN EFFECTS; OAK FLOORS, NICE LIGHTING FIXTURES, SHADES, LINOLEUM IN BATH AND KITCHEN; LARGE CEMENT AND BRICK PORCH. LAWN, ALL READY TO MOVE RIGHT INTO. THIS PLACE IS A BARGAIN AND THE TERMS MAKE IT A RARE OPPORTUNITY FOR ANY ONE WISHING A HOME IN THIS HIGH CLASS SECTION.

O. F. SCHIERE, OWNER AND BUILDER,
GRANDE, 301 CALIFORNIA BLDG.
PHONES A3146; MAIN 2719.

FOR SALE—

$1950.

4-ROOM, BATH AND SCREEN PORCH.

A choice little home with every convenience, one and one-half blocks from 6c yellow car line, on well-built-up street; 20 minutes from downtown; east front, lot 50x152, fenced from rear; lawn and flowers all in; $75 cash and $15 a month. Start the new year in your own home. Bungalow Department.

JANES INVESTMENT COMPANY,
611-613 S. Hill st.
Home 10845. Phones: Bdwy. 2468.

FOR SALE—$6 DOWN, $1 PER WEEK. 826 S. Hobart, $2000. Open Sunday. White plaster house. Within your means, unquestionable beauty and wrought; marble De Luxe roof, patio, 9 rooms, 3 baths; two sleeping porches; separate servants' sleeping porch; finished lavishly in mahogany and red gum; fixtures and decorations artistic; in Pasadena Park; it's like floors appearing, not built, but carved from solid; new plan forms plastered house, ever built in Wilshire. Open Sunday after 1:30.

$12,500—PLASTER—TILE ROOF.

Large, artistic, beauty; 12 rooms, 3 baths, mahogany finish, library, breakfast-room, maid's quarters, lot 60x160, terrace. I challenge you to show me another house in Wilshire of nine equally fine appearance, to compare with this house, under $17,000.

E. H. HODGSON,
A4114: Bdwy. 4115. 1105 Story Bldg.

FOR SALE—

$3950.

$500 cash, easy monthly payments.

A Beautiful 6-room Bungalow,
Just front, Macadamized street.

This house has front porch that will furnish cut-de living-room. Dutch blue breakfast-room, hardwood floors throughout; elegant bathroom fixtures. The kitchen has built-in features, ironing board, electric oven, spice boxes over molding board, etc.

Call for appointment and I will show you the most complete coziest home in the city.

GEO. F. ELMENDORF,
631 S. Spring st., fifth floor.
10685—Phones—Main 6661.

FOR SALE—BUNGALOW, $300 DOWN.
North Wilshire, half block from car line, only 15 minutes ride downtown; 6-room modern bungalow, strictly built, water, sewer, gas in and paid; three corners of very large living and dining-room, 2 bedrooms, with large closets; large bath and linen closet; breakfast-room, kitchen, screened porch with wash tray; large front porch with cement floor; sidewalks; lot graded and lawn; this bungalow is not quite completed, and party buying can have inside decorated to suit, and select fixtures. House has built-in features, such as fireplace, bookcase, buffet, etc. Bargain.

DUBFLINGER, Owner,
1004 Trust and Savings Bldg. Bdwy. 1084. P4511.

FOR SALE—

Modern 10-room residence, very best construction, artistic in design, situate on corner lot 80x150 feet, in the high class West Adams district; price reduced from $16,000 to $12,500 for quick sale.

UNSTEAD & ROBINSON,
G. Z. JOHNSON BLDG.
Call MR. CHESEBRO, Home 60409, Main 8172.

FOR SALE—BY OWNER, $4500, EASY TERMS. Just completed, new 7-room bungalow, 2 blocks west of normal State Normal School on 8th-first street; not a bungalow but a very artistic house, built by day labor of ca.sfully selected materials. Large living-room, dining-room, breakfast-room, three bedrooms, bath and screen porch, front and rear porches, garage, cement walks, high class plumbing and beautiful lighting fixtures of the finest design, the greatest bargain in this section. Phone WILSHIRE 740; 500661.

FOR SALE—BY OWNER—BARGAIN PRICE.

4424 FAIRMONT DRIVE, VICTORIA PARK.

If you want to buy direct from owner a new, artistic, 2-story, 9-room residence, on large lot, in highly-restricted neighborhood, see the above place, Saturday, between 2 and 4 p.m. PHONE 500464.

FOR SALE—OR EXCHANGE—ONE ACRE, WATER and 2-room house, $2250. Exchange for what have you? N. TREGOTI, 103 Court st. Main 5971.

FOR SALE—
Houses.

FOR SALE—

CALIFORNIA BUNGALOWS.

When you visit California and the fairs, call and see the F. H. Redpath Company, largest builders of beautiful homes in Los Angeles. We have new modern bungalows in all choice residence sections of the city in 5 to 8 rooms. Oak floors and all latest built-in features. Prices from $2500 up. Terms to suit purchaser. Call and let us show you the latest in California bungalows. Our automobile at your service.

F. H. REDPATH COMPANY,
Main 1058. 637 S. Hill st. F7854.

FOR SALE—

Large assortment of cozy, modern, up-to-date bungalows and chalets (5-6-7 rooms,) all built-in features; screens, shades, linoleums; a complete home in every detail. Located in fully-improved subdivisions in the best residential sections of Los Angeles and Glendale. Price $2500 up; terms as low as $150 down and $25 per month, including interest.

NEW BUNGALOWS.
FOR RENT,
WITH OPTION TO PURCHASE
ON SMALL MONTHLY PAYMENTS.
YOUR RENT MONEY
WILL BUY A HOME.

112-page bungalow book, for 25 cents; postage 5 cents. Bungalows, chalets and mansions, Exterior, interior and floor plans.

COMMONWEALTH HOME BUILDERS,
212 Union Oil Bldg.,
Seventh and Spring streets.

FOR SALE—

$1300.

$50 CASH AND $15 A MONTH.

A dandy little home, well located on high ground, 20 minutes from Broadway, by 6c yellow car line. Three rooms and sun parlor; lot 50x150; this will go quick. See Bungalow Department.

JANES INVESTMENT COMPANY,
611-613 S. Hill st.
Home 10845. Phones: Bdwy. 2468.

FOR SALE—$10 CASH AND $7.50 PER MONTH buys good 50 foot near Main st. Can build temporary house on rear.

DOBBINS,
Main 8172.

FOR SALE—
A SNAP.
Lot on east side of Hobart blvd., 200 feet north of First st.; size 80x150; worth $2500. I will sell for $1650. See MR. CALKINS, 425 Central Bldg.

FOR SALE—

$1850—Big Bargain in Lot on 8th-st. Car Line.

H. W. CHESEBRO,
Phones—60409, Main 8172.

FOR SALE—$10 DOWN, $10 PER MONTH. WE have 15 lots left in Orange Grove tract, covered with full-bearing orange trees, which we are closing out at these extraordinary terms. Buy one and pick the golden orange from your own lot. THE McCARTHY CO., 609 S. Hill st. 60400.

FOR SALE—

LOTS.

Near New Normal School.

We will make attractive proposition to builders of houses and flats. Here is a chance to get in on the ground floor.

E. STAIR, 10685 or Main 6661.

FOR SALE—

WILSHIRE BOULEVARD CORNER.

172x162.

The best buy on Wilshire Boulevard.

This fine building site is on high ground, commanding a view of entire district; grand location for fine home. Will make a remarkably low figure if sold at once.

E. STAIR, 10685 or Main 6661.

FOR SALE—ONE OF THE BEST CORNERS IN IMperial, 50x150; 3 blocks north of Imperial Motel, and two blocks west of Imperial ave. If sold at once will take $300; cost $800.

GEO. W. KYLIUE,
Bdwy. 714. 618 Story Bldg. A5148.

FOR SALE—A REAL SNAP—
Only $1200, $180 cash, $15 monthly, for lot 50x140, improvements in, mountain view, near Washington.

T. M. RUNKLE,
T1275. Phone near Hobart. West 550.

FOR SALE — $350, A NICE LOT TO BUILD A home on, just outside city limits, between Moneta ave. and Figueroa st.; $25 cash, $10 per month. Call and see owner, 5821 MONETA AVE.

FOR SALE—

$600—Lot Ready to Build On.
$25 Cash—$7.50 Per Month.
THE McCARTHY CO.,
609 So. Hill st.

FOR SALE—

$2500 lot on Kenmore ave. Paving, sewer, gas, all in.

This is sure a snap.

Call MR. CHESEBRO, Home 60409, Main 8172.

FOR SALE—A SNAP IN A NICE SURLDING LOT on Grand ave., between Moneta and Figueroa, $50 cash, $15 per month. It will pay you to call and see owners, 5821 MONETA AVE.

FOR SALE—
$50 cash, $10 per month will buy a fine lot near Vermont ave. You can build a temporary house on the rear.

MR. DOBBINS, Main 8172.

FOR SALE—2 CLEAR LOTS AT HAWTHORNE, near station; make offer. MRS. HOOVER, 429 Security Bldg.

FOR SALE — GOOD SIZE LOT AT CORNER Redondo and 10th sts., $2750. N. TREGOTI, 103 Court st. Main 5971.

FOR SALE—ONE OF THE BEST LOTS IN NEW Vermont Square for $1050, part cash. Phone VERMONT 1223 after 5 p.m.

FOR SALE—A SNAP IN A FINE BUSINESS LOT ON Moneta ave., easy payments or trade for small house. Call and see owner, 5821 MONETA AVE.

FOR SALE—
City Lots and Lands.

FOR SALE—

THE McCARTHY COMPANY'S
WILSHIRE DISTRICT PROPERTIES.

WILTON HEIGHTS.
On the WILSHIRE BOULEVARD high line.
LOTS
$600, $1250, $1500 and $2000, up.

VAN NESS AVENUE SQUARE.
More than half built up, but we have 28 good lots left and 4 fine corners.
LOTS $2000.

WEST NINTH ST. HEIGHTS.
The new "close-in"
Special doings for those who build.
Very special doings for all cash.
Restrictions, $5000; price $2800 up.

THE McCARTHY COMPANY,
609 S. Hill st. Main 8172.
60409.

FOR SALE—

—NEW NORMAL DISTRICT—
Directly North of New Normal School.
Lot 50x165.
All utilities in, street work completed.
Special discount for immediate building.

CALIFORNIA REAL ESTATE AND
BUILDING CO.,
Lawrence B. Burck, president.
Entire fifth floor—631 S. Spring st.
Home 10685. Phones: Main 6661.

FOR SALE—

CLOSE-IN BUILDING LOT.

$650.

20 minutes from Broadway, large level lot, 2½ blocks from street car. This lot is 50x150 feet, has every improvement, and is on high ground, with a magnificent view of the mountains. Surrounded by scores of beautiful bungalow homes. Terms, $20 cash and $10 per month. See R. F. Peterson, with

611-613 S. Hill st.
JANES INVESTMENT COMPANY,
Home 10845. Phones: Bdwy. 2468.

FOR SALE—

To the man who wants a lot at a real sacrifice price I offer the biggest bargain in the southwest, either for home or investment; this is exceptional. I offer my north-front lot on W. 86th st., just a few feet from Western ave., at the very low price of $900. If you care to investigate and will go with me to see this I will prove that it is worth at least $200 more money. I will make any terms to reason to reliable party. This lot is easy walking distance of Exposition Park and Manual Arts School, and has best car service. All improvements, including gas, water, electricity and phones. Street work paid. This is the center of a fine residence district, the lot being between two pretty bungalows. If you would like to see this or get further particulars, please call MAIN 2251 tomorrow, or Monday.

FOR SALE—

NEAR WILSHIRE BLVD.
70-Foot Frontage.

East fronting lot on high ground, one-half block from Wilshire blvd.

$3675.

All utilities in, street fully improved. This is a beautiful location for a permanent home.

GEO. F. ELMENDORF, Fifth floor, 631 S. Spring st. Phones—10685. Main 6661.

FOR SALE—
$1800 for a $2800 lot on Norton ave. Must be sold this week. Call

60409. H. W. CHESEBRO. Main 8172.

FOR SALE—
Acreage for Subdivision.

FOR SALE—TRACTS FROM 1 ACRE UP TO 100 acres in size in the path of the city's rapid growth, Los Angeles to Venice. We are headquarters for this district. Phone for auto or free map. HARRY H. CULVER CO., second floor Holmgworth Bldg. 60632 or Main 8045.

FOR SALE—
Business Property.

FOR SALE—CHOICE NORTHWEST CORNER, WEST First st. and Bonnie Brae, clear, at the ridiculously low price of $70 front foot. 60x111. Basement excavated and available for store or apartment. High ground and beautiful view. Half cash, balance long time. See your agent or owner, 1515 South Hope st. Phone, East 448.

FOR SALE—
PICO ST.
Business lot, 50 per cent. below market value; owner non-resident and don't know value; liberal terms.

E. G. SCOTT,
F7613. Bdwy. 7613.

FOR SALE—ONE OF THE BEST CORNER LOTS IN the city, close in, with first-class established garage business located thereon, doing good business, surrounded by high-class residences and hotels; if you have money to invest, investigate this. Address P. box 254, TIMES OFFICE.

FOR SALE—100 FEET ON GLADYS AVE., BEtween 85th and Seventh, at a sacrifice. Must raise money. See at once. CALDWELL, 515 Trust and Savings Bldg.

FOR SALE—100 FEET ON SUNSET BY 167 ON Laveta, by 214 on Laguna; three houses on this property; must be sold at once. Best price takes it. STODDARD, Broadway 5058.

FOR SALE OR EXCHANGE—
Income Property.

FOR SALE—OR 1-3 EXCHANGE—NEW YORK CITY vicinity.
New 50-room cemented house, modern, single and suites; garage three cars; walking distance; $22,000; pays 10 per cent.; furniture and lease, $2000. Two houses, new 10-room, 8-room rear, rented $37 monthly; $12,000; exchange.
3 adjoining lots, Coronado corner, $4500; 2 adjoining lots, Sixth-Ii hill, $3000; 1 lot with cottage, $1700; lots large, close in, sewer and street work done, alley.
20-foot lot, 4-room cottage, business location, $3000. Huntington Beach front lot near new pier $1000.
Properties clear, small payments and mortgage back. Nothing reasonable refused; no junk; must be New York bona. Agents list.
Owner, A. H. SHELDON,
Broadway 7205. 827 Boston st.

FOR EXCHANGE—
I am the owner of several first-class income properties, within few blocks of Fourth and Broadway, which I will exchange for a group of clear lots suitable for bungalows or small piece of close-in acreage. Deal direct with owner. Address owner, PK, box 10, TIMES OFFICE.

FOR EXCHANGE — THREE UNINCUMBERED lots, high, overlooking site of proposed new Salt Lake depot. Excellent for flats or apartments. Can secure building loan. Will consider Venice or Santa Monica. bargain. HERBERT LaPHAM, 429 Merchants' National Bank Bldg.

FOR SALE—NEW BUILDING, FOUR APARTMENTS, entirely modern, elegant view; paying 10 per cent. on $13,000; Price Heights, one-half cash. Address box 92, TIMES OFFICE, Pasadena.

FOR SALE—
Real Estate, Miscellaneous.

FOR SALE—SEVERAL SUBURBAN HOMES AND small ranches, also fine level wheat land near railroad, only $25 per acre. Many stock ranches from $7 to $20 per acre. A. J. HOFFMAN, 509 Higgins Bldg. Los Angeles, Cal.

FOR SALE—
Suburban Property.

FOR SALE—BEST LAND FOR POULTRY AND fruit now available in new, close-in subdivision; even if you only wish to hold for increase this will make you big money; any size you like, 3 to 20 acres, at $250 per acre; easy terms. Call on owner, 802 HOLLINGSWORTH BLDG., corner Sixth and Hill.

FOR SALE—3 MILES FROM CITY LIMITS, NINE room modern, convenience, 5-cent fare; 285 feet square; windmill, tank, garage, etc.; many fruit trees, bearing; 24 large palm trees, beautiful flowers. MRS. W. A. CROATE, Los Angeles R.F.D. No. 12, BOX 115A. Phone South 0-R-1.

FOR SALE—BURBANK, 2-ACRE SCENIC FOOTHILL home, with new bungalow, $8500; terms; Hoeft sell and water; pastimable for chickens, fruits, vegetables; high, overlooking location; convenient to schools and electric line.
IRVINE W. BIGGAR,
Main 219. 427 Union Oil Bldg. F1383.

FOR SALE—BIGGAR'S BURBANK ACRES, BLOCK from Burbank High School, two blocks grammar school, three blocks electric line, with gas, water, electricity, telephone; ideal for chickens, fruits, alfalfa, vegetables, kiddies and homes; $900 to $1100 per acre, terms.
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FOR SALE—REAL SNAP, 2 ACRES AT BELLflower, only $1800, easy terms, 30 minutes' electric ride; sounds good, it is good. See it.

T. M. RUNKLE,
T1275. Price near Hobart. West 550.

FOR SALE—WHITTIER BEARING WALNUT grove, 45 acres, buildings, water, nothing lacking, opportunity seldom offered; with rent a net income should be $12,000 annually. 942 HOOVER.

FOR SALE—OR EXCHANGE—NICE LITTLE GARden ranch, 5 acres, good improvements, $10,000; will take bungalow up to $4000. WHELAN & SMITH, 1003 Washington Bldg. F7100.

FOR SALE—30 ACRES IN BEARING PRUNE, On Sherman Way, at $700 an acre. You can clean up $10,000 by subdividing into acres. MR. GOFF, 436 So. Hill. Main 1400, A4275.

FOR SALE—
Suburban Property.

FOR SALE—

SANTA ANITA ACRES

Gives FOOD For Thought
And all that is needed to support the body.

THE VALUE of an acre of ground depends on where it is located.
The most VALUABLE ACRE is located where most people want to own it.
Everybody would like to own a acre on

SANTA ANITA.

There's several REASONS.
The first and strongest reason is because SANTA ANITA enjoys the very best of our incomparable Southern California climate.
This means that SANTA ANITA is more nearly immune from cold, damp, foggy weather, high winds and destructive frosts than any other section of the Sunny South.
THE SANTA ANITA environment is simply ideal for a suburban homesite.
The rugged grandeur of the Sierra Madre Mountain Peaks, piercing the emmyrean blue at an altitude of over 6000 feet, but one mile to the north, furnishes a background that from a scenic standpoint is a living inspiration, and affords this locality an effective protection and continuous shelter from the frost-laden winds of the North.
On the east, but four blocks away, is the beautiful city of Monrovia, with a population of 12,000 prosperous inhabitants.
Monrovia enjoys the distinction of having one of the most popular health resorts in the State located in the city's background, and can boast of the best schools in the State, churches of all denominations, and several popular men and women's clubs afford all the social amenities one can enjoy anywhere.
To the south, spreading away in emerald vistas of variegated green, orange, lemon and fruit orchards decorate the landscape of the famous San Gabriel Valley, wherein the Franciscan Fathers were the first white men to set the seal of their approval on this section of California as the most desirable in which to set up their permanent home, while yet the rest of the State was but a virgin waste.
Immediately adjoining Santa Anita Acres on the west are the entrancing Arcadian bowers and gnarled like oak trees, hundreds of years old, that makes one think of the elfin glades and fairy bowers of childhood tales, and in reality is what has always been the choicest section of the vast domain embracing the estate of the late Lucky Baldwin.
These are a few of the reasons why every one who sees this section falls in love with

SANTA ANITA ACRES.

And because they can for a short time buy a half acre or an acre of this unusually attractive property for at least 40 per cent. less than they would have to pay for any similar adjoining property, and on terms that any one can meet. And for the further reason that

SANTA ANITA ACRES

is but 40 minutes' ride from the center of Los Angeles, and the red cars pass within a few rods of the tract every half hour, and every half acre has the convenience of graded and oiled streets, water, gas and electricity. Hedges of ever-blooming roses and ornamental trees like the streets and sidewalks.
And above these advantages the fact stands out boldly, the SOIL WILL GROW any kind of TREES, BUSHES, VEGETABLES, FLOWERS or PLANTS that will grow in any country or clime on earth, and

ONE ACRE will support any family in comfort.

Now THINK of all these manifold advantages, and many more that cannot here be told, THEN WONDER WHO would not pay from

$500 TO $600

for a half acre and the privilege of living in this earthly Paradise.

Then consult
MORRISON & RIEMANN,
Sales Managers,
THE H. A. UNRUH CO.,
716 Trust & Savings Bldg.,
Sixth and Spring sts.
Phones 10727, Main 3987.

FOR SALE—

1915 Greetings from
THE McCARTHY COMPANY,
Real Estate Owner and Subdivider
of Useful Properties.
609 S. Hill st., Los Angeles.
—1915—
Will be a Great Year for California.
—1915—
Will be a Great, Great Year for Los Angeles.

FOR SALE—

HOUSE AND LITTLE FARM
$75 CASH—$15 PER MONTH.

At Wilmar Acres, 700 feet from the car line and only 27 minutes from downtown. Ideal place for chicken ranch; all ready to move in. Good soil—water piped. $1500—terms just like rent. Come in and see what $75 will do for you. Wilmar department.

JANES INVESTMENT COMPANY,
611-613 S. Hill st.
Home 10845. Phones: Bdwy. 2468.

FOR SALE—

10 ACRES, $300 AN ACRE.

Three hundred feet, fronting on electric lighted paved boulevard. Fruit trees on adjoining acreage show what this soil will do. Near new boulevard to ocean. Should double your investment in two years. Generous terms. C. J. REYNOLDS, 611 South Hill st. Home 10345—Broadway 2468.

FOR SALE—

$800.

RAMONA ACRES ANNEX.

This splendid acre located one block from Garvey boulevard and near bus line to Los Angeles and Alhambra, 25 minutes from downtown. Water piped, fine soil. Near school and stores, $50 cash and $10 a month. A snap. See Ramona department.

JANES INVESTMENT COMPANY,
611-613 S. Hill st.
Home 10345. Phones: Bdwy. 2468.

FOR SALE—

A NEW YEAR'S RESOLUTION.

I am going to buy an acre home and stop this rent paying.

That is good, but before buying be sure to see GARDEN ACRES. Rich, sandy loam soil; close to a yellow car line, seven miles from Broadway. Exceptionally low prices and easy terms. A happy and prosperous New Year awaits you at GARDEN ACRES.

THE McCARTHY COMPANY,
Home 60409. 609 S. Hill st. Main 8172.

FOR SALE—DOWNEY, 5-ACRE ORCHARD, $5500; terms, 5-room house, barn, garage, chicken equipment, 300 White Leghorns, 50 rabbits, mare, Jersey cow in calf, wagon, buggy, harnesses, tools, utensils, implements; 5 acres two year Valencias; balance fruit; sold to bearing apples, plums, peaches, pears, walnuts, figs, apricots, guavas, nectarines, grapes, dewberries, blackberries, loganberries, interplanted to alfalfa, beets, kale, carrots, pumpkins, melons, corn; best soil and water; immensely productive.
IRVINE W. BIGGAR,
Main 219. 427 Union Oil Bldg. F1383.

FOR SALE — PASADENA, 2½-ACRE SCENIC home, $6500; terms; fire-room and bath; two extra outside screened sleeping-rooms; garage; fish pond, shrubbery, ornamental shade; following bearing trees: 55 apricots, 50 oranges, 20 peaches, 30 peruses, 12 plums, 9 almonds, 6 apples, 6 pears, 6 grapefruit, 2 tangerines; 2 grapefruit, 6 loquats, lemon, grapes, blackberries,

IN THE FIELD OF SPORTS

The Times
LOS ANGELES

XXXIVTH YEAR. FRIDAY MORNING, JANUARY 1, 1915.—4 PAGES. PART III.

MOTOR CAR DEALERS ASSOCIATION DIRECTORY

BEARDSLEY ELECTRIC — Beardsley Electric Co., 1250-1260 W. 7th. Home phone 53018; Pac. Wil. 788.

BUICK — HOWARD AUTO CO. 1323 S. Flower St. Home 60009; Main 9040.

CHANDLER—Chandler Motor Car Co. of Cal., 1144 So. Hope St. Main 3459, F5047.

FRANKLIN AND R. & L. ELECTRICS—R. C. Hamlin, 1040-1044 S. Flower. M. 7877. Home 60249.

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OVERLAND CAR—WILLYS UTILITY TRUCK—J. W. Leavitt & Co., 1235 So. Olive. Home 60537; Main 4831.

BORTON IN LETTER ADMITS HE HAS BECOME FED

Settled.

BORTON GOES TO THE FEDS.

Signs a Two-year Contract with St. Louis.

Acknowledges Step in Personal Letter.

Feds Make Him Offer He Could not Refuse.

BY HARRY A. WILLIAMS.

BABE BORTON HAS JUMPED.

Here is Babe Borton's letter acknowledging that he has jumped the Venice Tigers and gone to the Federal League:

ST. JOSEPH, Mo., Dec. 28.
Harry A. Williams,
The Times, Los Angeles.

Dear Friend: I write this to keep my word with you, having promised that I would inform you first when I reached a final decision regarding the Feds.

You may now say whatever you wish, good or bad, for I have gone over to the Federal League, and intend to stick with it. It was simply a question of money with me. I have signed a 2-year contract with Fielder Jones in St. Louis.

I certainly want to thank you for your fair treatment, not only since I told you of the offer which I received from the Feds last fall, but particularly last spring, when I was going so badly. Wishing you and my other friends a happy and prosperous New Year, I am your friend,

BABE BORTON.

Babe Borton has kicked over the traces, or, as they say in Missouri, "has flew the coop."

In a personal letter to the writer, penned in St. Joseph last Monday, the crack first baseman declares that he has gone over to the Feds, and is willing that his action should be made known to the public.

The epistle is written in a bold, businesslike hand, and therefore is easy to understand.

THAT'S ALL.

There is no necessity of reading between the lines. The lines themselves make the situation perfectly clear. He has gone over to the Feds, bag and baggage and big mitt.

Borton states that he has signed a two-year contract to play for Fielder Jones in St. Louis, and that would seem to leave no room for argument.

Before departing for the East at the close of the season, Babe confided in some of his friends that he had received a big offer from Jones and might be compelled, in justice to himself, to accept it.

SETTLED.

President Maier and Hap Hogan, however, never have been willing to concede Borton to the Feds, even in the face of repeated rumors to the effect that he might jump. The letter received yesterday was the first conclusive evidence that he had taken the step.

That there was danger of losing Borton was recognized, however, as Jack Bliss has been instructed to get in touch with him while in the East and, if possible, prevail on him to return to the Tigers, or at least get some definite statement from him.

HATED TO.

Down in his heart Borton regretted leaving the Tigers. He admitted that he had been treated royally by Maier. However, the offer which he received from the Feds, he said, was one that no Coast League club could hope to duplicate. Furthermore, he explained, his home and his business are in St. Joseph, and it would be greatly to his advantage if he could play ball nearer home.

Borton in some ways is one of the best-advertised men in baseball. His hitting for the White Sox in the city series with the Cubs in 1912 was one of the sensations of the year, and for the space of a week his name monopolized the headlines.

TRADED.

The following year he beat Fournier out for the regular job at first base, but later in the season was traded to New York along with Rollie Zeider for Hal Chase. Strangely, every man who figured in that trade, Borton, Chase and Zeider, have since jumped to the Feds.

Borton did not fancy the swamp and displayed no great enthusiasm when harnessed up in a Yankee uniform. Later an effort was made to pass him along to Jersey City, but he refused to serve out the sentence. Instead, he retired and returned to the active management of his cigar store in St. Joseph.

OUT OF IT.

He had intended to retire permanently, but last winter found two Coast League clubs in a scramble for his services. Los Angeles tried to buy him from New York, while the Tigers made Jersey City an offer for him. An investigation developed the fact that he belonged to Jersey City, and consequently New York had no right to sell him. Therefore, Venice won.

And retaining memories of the ten-

(Continued on Fourth Page.)

Billy Carlson, speed demon,

In his little Maxwell 25, getting the word "go" at Eastlake Park yesterday morning. He broke the record to Riverside. Carlson is ready to start, Charles Irwin is phoning to the officials at the other end, Lawrence Hutchings and the phone man bring up the rear, while P. A. Lord is holding his watch in one hand and getting excited with the other.

Smashes Record.

CARLSON AT RIVERSIDE IN LESS THAN AN HOUR.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

RIVERSIDE, Dec. 31.—With a stock model Maxwell "25," Billy Carlson, a member of the Maxwell racing team, established an intercity record of 56 minutes, 25 4-5 seconds, between Los Angeles and Riverside this morning.

Carlson started at the Pacific Electric Company's bridge near Eastlake Park, the starting point for the annual Los Angeles to Phoenix Road Race, and finished the run at the Glenwood Mission Inn.

The distance for the run over the new boulevard is just fifty-eight miles.

The record run was planned Wednesday by Harry Lord of the Lord Motor Car Company, Southern California distributors for the Maxwell line. Officials were appointed all along the route, and there were three stop watches at the finish line to catch the time of the driver. A special telephone service was installed at the starting point, with open lines. The timers at Riverside snapped the start at Los Angeles.

After the car had started the officials at Riverside went into the dining-room at the Glenwood for breakfast, believing that the Maxwell would not make faster time than one hour, ten minutes, for the distance, but they were due for a surprise.

Carlson was to finish at the corner of Seventh and Main streets, outside the Glenwood grounds, but the timers were not on hand when he arrived, so he drove into the hotel grounds and checked in there. The timers were just putting on their overcoats to go out to the finish line when the little car swung into the driveway leading to the hotel door.

It was still quite dark when Carlson started from the city limits of Los Angeles at 6:20 o'clock, and the chill morning air made the driver's hands almost numb driving in the stripped car.

At that early hour of the morning there was not much traffic on the roads and the record run was less dangerous. Even over the rough stretch of road between Pomona and Ontario the Maxwell made better than forty miles an hour, and Carlson said that he could have clipped a few seconds off the record that he did make if he had wanted to push the little car.

The officials at the start were Charles Irwin, Lawrence Hutchings and a representative of the Pacific States Telephone Company, with a squad of newspaper men. Those who officiated at the finish as timers and checkers were: Harry Lord, "Firestone" Smith, George Jimenez, Charles Miller, Louis Schwaebe, Frank A. Miller and Dewitt V. Hutchings.

Well—that's Over.

WILD BILL DONOVAN TO MANAGE YANK BREWERS.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—The sale of the New York American League baseball club was concluded and ratified today.

The new owners are Col. Jacob Ruppert, Jr., and Capt. Tillinghast L. Huston, both residents of this city. Neither of them would state the price paid for the franchise and players, nor would Frank Farrell or any of the other club stockholders who were parties to the sale.

Bill Donovan will be manager of the team.

Col. Ruppert, who is to be president of the club, turned all inquiries over to Capt. Huston, who is to be secretary-treasurer. The captain said:

"I am not prepared to say how much we paid for the Yankees, but Col. Ruppert is as well satisfied as I am myself that we will be able to bring a pennant-winning team of players together in this city. It is a big undertaking, but I feel confident we can accomplish it.

"The deal just put through does not include any players other than are now the club's property. We are going to purchase players, and among those we have already secured are Pipp and High of Detroit; Rehg, Boston; Miller, St. Louis, and Joe Berger, Chicago. In addition to these several other clubs in the league have promised to help out and we will go into the market for the best that money can buy.

"Next year we will play throughout the season on the Polo Grounds," added Capt. Huston, "but we hope that in 1916 we will have a new and commodious park of our own. Several sites have been spoken of, but none of them is included in the purchase we made today."

Tough.

LONG BEACH TENNIS IS MARKED BY ABSENTEES.

[SPECIAL CORRESPONDENCE.]

LONG BEACH, Dec. 31.—Although spirited tennis marked the few matches that were run off, less than half the scheduled matches in the men's singles and doubles and women's singles in the Southern California Tennis Club's annual mid-winter tournament which opened on the Hotel Virginia courts here today, were contested. The players failed to show up. That today was a regular business day and that a number of the players are in attendance at the opening of the San Diego fair, are the principal reasons advanced by the management for the small attendance at the opening round of the racquet carnival. It is also believed that the tournament was arranged in such haste that some have not received due notification.

Glen Morris, who has charge of the affair, is confident that the players will turn out strong New Year's Day, and that the meet will hum along at a fast pace, and finish in time to contest the semi-finals and finals Satur-

(Continued on Third Page.)

Oh, Gee!

OLD RIVALS TO MINGLE TODAY.

WARD AND KELLY WILL RACE IN HURDLES.

Drew is up Against Fastest Field in the Sprints He Ever Met—Mob of Athletes will Compete in Nothing but Spectacular Events—Old-timers Anxious to "Come Back."

The most interesting, thrilling and spectacular events have been culled from a regular track meet and all the dull events thrown away in the Tournament of Roses meet this afternoon at Tournament Park, Pasadena.

The 100-yard dash and the 120 hurdles promise to be the feature races. They will be because Drew is in the 100 and Kelly in the 120 hurdles. But the importance of these races are doubled by the speed of the men whom they meet.

ENEMIES.

In the high hurdles Kelly faces Ben Ward. For the first time the lanky man of the yellow pants will run on an opposing team from Kelly. Ward is no longer at U.S.C. He now wears the colors of the L.A.A.C. Ward is fast. He glides over the hurdles with as much ease as Kelly. At Berkeley when Kelly made his world record, Ward was a body's width behind.

Drew will win the 100, unless something terrible happens. But he will have to ramble. He faces the fastest field he has met in the south. Laurie Gillette of Pomona, Webster of Occidental, Brashear of Whittier State and Wark of Long Beach are ten-second men. That means he will have to step under 10 seconds if the weather is fair. He is the only man in the United States today who can do it.

HOT STUFF.

The low hurdles will also be an exciting race. There Fred Kelly meets Harry Kirkpatrick, his conqueror, and House, the Riverside prep who has trimmed all the high school hurdlers in the State.

The low hurdles will be interesting for another season. Howard Drew is going to run them for the first time. If he has any kind of form, his phenomenal speed should pull him into the tape the winner.

Charlie Borgstrom is entered in the pole vault. Like Ward he will be vaulting against his old team-mates, Fred Watkins and Bettinger. Both have cleared 12 feet. Borgstrom has tossed his long, awkward body 9¼ inches higher. But he may not be in form.

BOY WONDERS.

Manual Arts has entered its relay team in both the open and high schools relays. It won both of these at the L.A.A.C. indoor meet. Coach Fritsch hopes to have them repeat. They are running a longer race here against better men. It will be interesting to see what the fast prep relay team in America can do against the local collegians.

There are two other features to the meet—the attempted come-back by the famous old-timers and the number of negro athletes entered.

Wallace, ex-California University hurdler; Ira Courtney, Olympic runner; Donahue, Olympic all-round man, are three who are attempting the comeback. Donahue has chosen the hurdles, the high jump and the pole vault. Wallace is entered in the hurdles. Courtney is entered in the dashes and relay.

LOTS OF 'EM.

Three of the negro sprinters, besides Howard Drew, are Brashear, Paschal and Knighten of the Whittier State. They are 10 1-5-second men. Another is Hobart Johnson of U.S.C., who is entered in the high jump. There are more of them entered in this meet than ever in the history of the south.

Boyd Comstock is going to feed all athletes who miss their lunch as he will have sandwiches, coffee and milk at the park. All athletes must report to the clerk of the course at Throop College, directly across from Tournament Park.

Needs It.

WOLVERTON IS AFTER BALANCE.

Doesn't Want a Club Made of Stars.

Takes Home List of Men on Seal Roster.

Hen Berry Thinks He Made a Good Move.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN FRANCISCO, Dec. 31.—Harry Wolverton, manager-elect of the Seals, left at noon today for Sacramento. Wolverton will return here on Monday to be on hand for the meeting of the magnates, and thereafter will be in close touch with the local baseball situation.

Wolverton carried with him in his grip the roster of the San Francisco club. In the course of the next three or four days he plans to study the list and analyze the players, with whose ability he is quite familiar.

READY.

By Monday he feels that he will have a working knowledge of the men at his command and can go about the business of organizing his team for 1915.

"It would be bad policy and foolish for me to attempt at this time," said Harry, "to attempt to point out the weak spots in the San Francisco club. Some of them I realize and others are to be determined. I can't do this in a hurry.

WANTS BALANCE.

"Generally speaking, I feel that a well-balanced club is the prime requisite for a winning ball club. That, along with harmony and a fighting spirit, and we will be right up there in the race. Berry has given me carte blanche to get a team that will make a good showing, and that is what I am going to do."

Berry was the recipient of numerous congratulations today on pulling off this big deal in baseball circles. Wolverton is a particularly popular chap in San Francisco, and the fans are with him to the end.

POPULAR.

They like the fighting spirit he has displayed on the field with the teams he has controlled, and figure that he will make good.

"I think that I have reason to congratulate myself," said Henry. "From the way people talk all over the city, I guess that I've picked the right man for the job. And I'm glad that the worry of naming a manager is ended."

CITIZEN BALL TEAM GETS BUSY.

JUNIOR REPUBLIC EXPECTS TO HAVE A SPEEDY SQUAD.

At the George Junior Republic, near Pomona, last night twenty-five aspirants to wear the Blue and White this year reported for practice. All but five of last year's first nine have graduated, so the young citizens realize that they have a hard row ahead of them and are getting busy early. These boys work in their shops and farms from 7 to 5 o'clock each day and only get a chance to practice after hours. But despite this handicap they made a splendid record last season against the neighboring high schools, and also played a twenty-five-game schedule with the semi-pro teams from Etiwanda, Uplands, Cucamonga and Ontario.

Coach Doyle has only McGee, Willows, Pierpont, Clinkenbeard, Stewart, Burns and E. Smith of the champions to start with, but we expect them to give the usual good showing of themselves.

MOTOR DEMONS IN TRACK RACE.

SANTA ANA TO BE THE SCENE OF FAST MOTORCYCLE EVENTS.

[SPECIAL CORRESPONDENCE.]

SANTA ANA, Dec. 31.—Eight events are scheduled for motorcycle races to be held on the Santa Ana race track tomorrow afternoon, a fifty-mile free-for-all being featured. The entry list contains the names of M. J. Graves, Don Johns, Carl Goudy, Ray Creviston, Payton Burke, F. W. Ludlow, David Kinney, Roy Shaw, A. Walters and Glenn Stokes. Paul J. C. Derkum is to be referee.

WELSH AFTER WHITE'S GOAT.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

NEW YORK, Dec. 31.—The ten-round bout between lightweight champion Freddy Welsh and Charley White, which has been scheduled for early in January, has been postponed until January 26, in order to draw a bigger crowd.

The champion is out for blood this time. He will start work for the bout January 12, after spending a week in the country. He has engaged Johnny Schiff to box with him, and says that this time he will make White look like a novice.

FRANKLIN
The Motor Car of Today

WHETHER you are a Franklin owner or not, as a motorist you will be interested to know that the Franklin Car is closing the greatest year in its thirteen years of history.

That the sales of the Franklin Car are now greater than any other car at its price or at any higher price.

That the sales of Franklin Cars have increased eighty-eight per cent. in the past twelve months.

There is a more practical attitude towards the automobile in this country. We see it—every day, and in the tone of every question asked us about the Franklin.

More emphasis on running economy—gasoline, oil and tires. Less concern about first cost. Wider understanding of what the direct-air-cooled Franklin Engine means in getting 365 days a year service from a car.

Take ten minutes to stop in and see the Car here.

Six-Thirty Franklin Touring Car,
2750 Pounds, $2300.

R. C. HAMLIN
Franklin Gas Cars—Rauch & Lang Electrics
1040-44 So. Flower St.

Ford
Sold on Time Payments
Touring Car $490. Runabout $440
F. O. B. Detroit.
Phone 10457 or Broadway 2963 for Particulars.
The Pacific KisselKar Branch
LIMITED AGENT FOR LOS ANGELES.
1001-1009 South Olive Street

A Happy New Year To All Our Friends
AND MAY IT BE A PROSPEROUS ONE

WHEN YOU HAVE OCCASION TO GO EAST, BEAR IN MIND THE EXCELLENT LIMITED TRAIN SERVICE OF THE
SALT LAKE ROUTE

For Quality, Service and Reliability, order from the
CRESCENT WINE CO.
420 West 7th Street. Telephone Main 95; F1256.

READING LENSES FITTED $1.00
Optical Department
EMMA C. FLEMING, Jeweler, 322 West Sixth Street

Books of Every Description
Stratford & Greer
642-644 South Main St.

The Old Year of 1914 was the "Year of the Big Jinx."

Jinx Year.

AMERICA LOST CHAMPIONSHIPS.

Athletic Year Saw Loss of Prestige.

England Provided the Big Surprises.

Harvard Won International Fame Alone.

International competitions in sport during 1914 resulted somewhat disastrously for America, and only in one instance did American athletes succeed in carrying off the honors.

General conditions in Europe necessitated a postponement of the yacht race for the America's cup and the motorboat competition for the Harmsworth trophy. Notwithstanding these two drawbacks, there were many important events decided on the sporting calendar, and the interest of American sport followers was well maintained throughout the year.

ON THE CINDERS.

Field and track sports retained their high degree of excellence, but the untimely death of James E. Sullivan, secretary-treasurer of the A.A. U., is a gloomy recollection of the year.

A noteworthy performance was the victory of Harvard's Henley crew in the grand challenge cup race at Henley, Eng. This trophy has long been coveted, in the hope that America can win it often enough to have some voice in the conditions under which competitions are held. England's best club crews, as well as those of Germany and other foreign crews, competed, but the final heat brought Harvard and the Union Boat Club in opposition.

THE DAVIS CUP.

Tennis was marked by a brilliant victory for the Australasian team for the famous Davis cup. Though this defeat was not without honor to this country, as Maurice E. McLoughlin, the wonderful California player, defeated Norman E. Brookes and Anthony F. Wilding, the Australasian representatives, and earned the recognized title of champion of the world, in spite of his downfall in the national tournament two weeks later at Newport. The Davis cup is still in America, as it was feared that a German cruiser might seize it if shipped abroad.

The challenging polo team from the Hurlingham Club, England, succeeded in regaining possession of the international polo cup, defeating the Meadow Brook team in two straight games. This event was the biggest surprise of the season. England also captured the four-mile college relay championship at Philadelphia, Oxford defeating Pennsylvania by a very narrow margin.

GOLF TITLES.

There was an absence of international interest in golf, as Miss Gladys Ravenscroft of England failed to defend the title she won in 1913. In the amateur and open tournaments competition was confined to American talent and a high standard of play was recorded.

Football witnessed a succession of remarkable reversals of form and was marked by the development of spectacular open play. Harvard won the "newspaper" eastern championship as being the only team not actually defeated. Everitt High was the leading public school team.

Cornell won the intercollegiate track and field championship and Dartmouth the New England championship.

1914 AMERICAN CHAMPIONS.

BASEBALL.

World's champions—Boston Braves.
National League champions—Boston Braves.
American League champions—Philadelphia Athletics.
Federal League champions—Indianapolis.
Champion batsman, National League—Jake Daubert.
Champion batsman, American League—Ty Cobb.
Champion batsman, Federal League—Benny Kauff.

FOOTBALL.

Harvard—Illinois—Exeter—Everett High.

TENNIS.

World's champion—Maurice E. McLoughlin.
National singles champion—R. Norris Williams, 2d.
National doubles champions—Maurice E. McLoughlin and T. C. Bundy.
National women's champion—Miss Mary Browne.
World's doubles champions—N. E. Brookes and A. F. Wilding.

GOLF.

National amateur champion—Francis Ouimet.
National women's champion—Mrs. Arnold H. Jackson.
National open champion—Walter Hagen.

ROWING.

Champion college eight—Columbia.
Champion single sculler—Robert Dibble.

POLO.

World's champions—England.
Senior champions—Meadow Brook Magpies.
Junior champions—Bryn Mawr.
Open champions—Meadow Brook Magpies.

MOTOR BOAT.

American champion—Mrs. J. Stuart Blackton's Baby Speed Demon.

HARNESS HORSE.

World's champion pacer—James Butler's Directum II.

BILLIARDS AND POOL.

Billiards, 18.1 and 18.2 balk line—William Hoppe.
Pool champion—Benny Allen.

TURF.

Champion horse—Roamer.

COURT TENNIS.

National champion—Jay Gould.
National doubles champion—Jay Gould and W. H. T. Huhn.

CYCLING.

National amateur champion—E. Kiser.
National professional champion—Frank L. Kramer.
Six-day race record holders—Alfred Goullet and Alfred Grenda.

BOXING.

Bantamweight—Kid Williams.
Featherweight—Johnny Kilbane.
Lightweight—Freddie Welsh.
Welter and middleweight in dispute.
Heavyweight—Jack Johnson.

AUTOMOBILES.

Road race champion—Ralph De Palma.
Consistency champion—Barney Oldfield.
Dirt track champion—Bob Burman.
Holder of speed record—Eddie Pullen.

SWIMMING.

Sprints—Duke Kahanamoku, Harry Hebner, A. C. Raithel.
Middle distance—Ludy Langer.
Long distance—George Meehan.
Diving—Konrad Wohlfeld.

RUNNING.

Sprints—Howard Drew, George Parker.
Middle distance—Homer Baker, Dave Caldwell.
Long distance—Hannes Kolehmainen.

Becoming Sane.

FATALITIES IN SPORT LESSEN.

Hunting Leads in Number of Deaths.

Baseball Ranks Second on the List.

While Football Killed Even Fewer.

The toll of life and limb exacted by sport is declining. Careful records kept of three major sports for the season just closed show that Americans are attaining a more safe and sane policy on their many playgrounds and in the forests.

Of the millions of red-blooded American men and boys who have gone into the woods with the rifle, played the great national game of baseball and put their muscles to the strenuous tests of football, only 159 have met death this year.

When one stops to think of the many who engage in these three great pastimes, fully 10,000,000 at the least estimate, the toll of deaths and injuries does not seem so terrible.

In fact, it is believed that the same number of men and boys, if engaged during the same number of hours in work or in travel would meet with injury and death in proportion fully as great as they did in their favorite sports.

The hunting fatalities of the year fell off from 135 last year to 111. The comparison shows a satisfactory gain for sane hunting.

A campaign of warning was waged in each of the eighteen States from which the figures are drawn. Wisconsin lost 33 hunters, Michigan 27, Minnesota 12. Michigan had 42 injured huntsmen, Wisconsin 36 and Washington 20. From the statistics of the game license bureaus it is estimated that 150,000 hunted deer during the open season.

Baseball, in which nearly every boy in America indulged, and fully one-fifth of American men took part, besides the numberless professional and semi-professional players, makes a remarkably good showing with only thirty-five deaths attributable to injuries received in the game. Of this number twenty were hit by pitched balls, five were struck with bats, four overexerted themselves, one was hurt sliding to base and one was killed in a fight.

In the minor leagues 116 were injured; in the American League, 69; National League, 61; Federal League, 56, and on college teams, 8.

Football, the most strenuous of American games, exacts a remarkably light toll this year. Of course, the death list of thirteen does not convey the full seriousness of the game, as the injured could not all be accurately tabulated.

Considering the great numbers of school teams, college teams and boys who took part in the game this year the wonder is that the death list is so small. This is attributed in part to the thoroughly trained condition of the school and college teams and the careful selection of the most hardy youths to make up the teams.

Only two of the fatalities were among college men; one of these died from heart disease and the other from injuries in a class game. The others were members of preparatory school or free lance teams. None of the boys were over 20 years of age.

Tackling was the principal cause of the injuries that resulted in death.

MOB SCENE IN LICENSE ROOM.

CHAUFFEURS AFTER AUTO AND MOTORCYCLE NUMBERS SWAMP CLERK.

The local auto registration offices had such a terrific mob lined up yesterday morning when the place opened that they had to send in a riot call for the police to clear the place out before work could be commenced.

To date something like 35,000 licenses have been purchased and these, at an average of $13 each, which is pretty close to the accurate figures, total up to nearly half a million dollars.

Yesterday the receipts were close to $50,000 and about the same amount was taken in on the two preceding days. In addition to the crush for automobile license numbers, the chauffeurs and motorcycle owners have been rushing in and the head of the local office refused even to hazard a guess at their number.

A Poor Year in Polo.

ENGLAND TOOK THE POLO CUP.

TWO STRAIGHT VICTORIES AT MEADOWBROOK TOLD THE STORY.

After two unsuccessful attempts England regained possession of the international polo trophy. The victory was all the more surprising owing to the conditions which led up to the struggle for the famous Westchester cup. Two matches were played on the Meadowbrook Club grounds at Westbury, L. I., the invaders winning both by the scores of 8½ to 3 and 4 to 2¾. It was the seventh match for the trophy and attracted record crowds.

The British team was composed exclusively of army officers, and included Capt. H. A. Tomkinson, Capt. Leslie St. George Cheape, Maj. F. W. Barrett and Capt. W. Lockett. The American defenders were composed of Rene La Montague, J. M. Waterbury, Jr., Devereux Milburn and Lawrence Waterbury. The invaders did not charge their positions, but L. Waterbury, who played back in the first game, went to No. 3 in the second and Milburn occupied his old position at back.

Our Swimmers Shine.

ILLINOIS DUCKS TOOK THE HONORS.

BUT LUDY LANGER WAS THE INDIVIDUAL STAR OF THE YEAR.

The Illinois Athletic Club swimmers carried off the major portion of the swimming honors for 1914, chief among the stars of that club being Harry Hebner, who broke four records himself and swam on two record-breaking relay teams.

Duke Kahanamoku, the famous Hawaiian swimmer, proved himself the greatest all-round swimmer in the world by the marks he set in races up to the 440 yards in open water.

The biggest sensation of the year was the showing of Ludy Langer, the Los Angeles Athletic Club swimmer, who shattered the world's record in the 440-yard race, and the American record for the half mile and did both without seeming to be pushed.

Konrad Wohlfeld of the L.A.C. was the best diver in the country, but was close pushed by several men.

The long-distance honors for the season went to George Meehan of Charleston, who swam from the Battery to Sandy Hook in record time. Sam Richards proved himself to be as good as ever in the long races.

Many New Records.

DREW SENSATION OF THE SEASON.

MANY COAST ATHLETES MADE NOTABLE MARKS ON CINDERS.

This year was one of the most successful in the history of track sport. Prominent among the record makers is Howard P. Drew, the Springfield sprinter, who equaled the record of 9 3-5 seconds for 100 yards credited to Dan Kelly and Arthur Duffy. The time was made in a dual meet between the University of Southern California, which institution Drew represents, and the University of California freshmen. Drew received credit for 9 1-5 seconds for ninety yards at a Brooklyn armory and was clocked in 21 1-5 for the furlong.

George Parker shares stellar honors with Drew. The Olympic Club champion's name will be inscribed on the record books as having equaled the world's record of 21 1-5 seconds for 220 yards. Homer Baker, New York A. C., hung up new figures of 1:20 2-5 for 660 yards and J. E. Meredith, Pennsylvania, was only one second slower for the distance. Alvah T. Meyer, Irish-American A. C., is credited with 6 2-5 seconds for sixty yards indoors, and D. S. Caldwell, Cornell, covered half a mile in 1:53 2-5.

F. W. Kelly, University of Southern California, and J. J. Eller, Irish-American A. C., established hurdle records, and the 1200-yard relay record is credited to New York A. C., in 2:06 4-5. E. Beeson, Olympic Club, made a new running high jump record of 6 feet and 7 5-16 inches at Berkeley, Cal., last spring, while among the other notable performers during the past season were Hannes Kolehmainen and Abel R. Kiviat, Irish-American A. C., and Tom Halpin, B.A.A.

Boxing Champs Fall.

KILBANE ALONE RETAINED TITLE.

ALL OTHER WHITE CHAMPIONS LOST LAURELS TO RIVALS.

Practically every white champion in the boxing game suffered the ignominy of defeat. Featherweight Champion Kilbane was the lone American exception. But Kilbane did not have a really hard bout in his division all year. And when he stepped out of his class he held his own. You can't beat the Irish.

Four other illustrious Americans who began the new year as leaders in their respective divisions were forced to salute another's flag. Gunner Smith lost the white heavyweight title to Georges Carpentier on a foul; Willie Ritchie also journeyed across the waters and was outpointed by the clever Welsh for the lightweight crown; Johnny Coulon, bantam monarch, was dropped for the count by Kid Williams, and George Chip, premier middleweight, was kayoed by Al McCoy in one round, and later decisively beaten by Jimmy Clabby.

The boxing jinx played no favorites. His blight was international. Bomb Wells lost the heavyweight title of Europe to Carpentier. Dave Smith lost the middle, light heavy and heavyweight title to Australia to Jimmy Clabby. Matt Wells saw Harry Stone of New York scamper away with the welter honors of England, and Hughie Mehegan was beaten by Welsh for the Australian lightweight crown. Later Saylor, Shugrue and Griffith trimmed him also.

The list doesn't end with Mehegan. Jack Harrison was the middleweight champion of England until he was dumped off last season. Jem Driscoll was beaten by Kid Lewis for the feather title; Digger Stanley lost the bantam diadem to Kid Benyon, who in turn was beaten by Johnny Hughes; Then Hughes lost to little Charles le Doux, and less than a month ago Le Doux was shot at the front.

A few days ago Johnny Summers, welter king of Great Britain, was knocked out by Sergt. Basham. Verily, a weird year in boxing.

Auto Racing Revived.

DE PALMA KING OF ROAD RACERS.

OLDFIELD, BURMAN, PULLEN AND OTHERS PRESSED HIM VERY CLOSE.

During the 1914 automobile racing season there were five speedway contests, nine road races and dirt track events too numerous to mention. The greatest road event of the season was easily the Corona road race won by Pullen in the Mercer, Thanksgiving Day. The 500-mile International Sweepstakes, on the Indianapolis speedway last May was the most sensational of the speedway events, owing to the large entry list with a large squad of foreign entries.

Ralph de Palma was picked as the American road race champion at the close of the season. De Palma won three of the great events of the year and finished fourth in two others. The Vanderbilt, and both Elgin races went up to fifty miles.

ENGLISH BOXER ENTERS TOURNEY.

FLYWEIGHT FROM OLD COUNTRY HAS CLASS SAYS VAN COURT.

Leo Doody informs the chairman of the Boxing Committee at the L.A. A.C. that he is anxious to participate in the January tournament in the 108-pound division. He declares that he has had no little experience in England, and was at one time a pupil of Freddie Welsh's boxing academy in Pontypridd, Wales.

He was given a try-out by Instructor Van Court and the veteran trainer gave him a clean bill of lading after a very few moments in the squared circle.

"The youngster has the goods, all right," said Van. "He's as fast as a streak of lightning, even if he isn't as big as a good-sized peanut. Evidently he has absorbed some of the cleverness of his former teacher, the lightweight champion."

Fred Steadman, 158 pounds, added his name to the entry list yesterday also. He is a rugged two-fisted middleweight, and has signified a desire to meet all comers. He is training at the Hotel Raymond in Pasadena, and has become the terror of the Rose village.

TRY PUTTING BY ELECTRIC LIGHT.

MARYLAND INSTALLS LIGHTED GOLF HOLES ON ITS COURSE.

[SPECIAL CORRESPONDENCE.]

PASADENA, Dec. 31.—The putting green at the Maryland will be, as far as is known, the only artificially lighted putting green in this country. High-power electric lights will be placed on standards at uniform distances from the putting holes, the lights being so arranged that they will be not more than ten feet horizontally distant from the centers of the nine greens, and the putting holes will be painted white, so as to be easily seen.

Among the guests there are a number of golf enthusiasts who intend to arrange for a series of after-dinner tournaments during the winter. They believe that this illuminated putting green will be very popular with those who play the royal game on the regular courses in the day, as well as with business men who have no time for recreation until after sundown.

Southern California cities are the only places where this can be done, as mosquitoes would prevent it in other States.

CORNELL CHESS PLAYERS SHINE.

GRAB FOUR STRAIGHT GAMES AND LEAD CHAMPS BY TWO POINTS.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Winning four games straight in the second round of the sixteenth annual tournament of the Triangular College Chess League here today, Cornell assumed the lead with a two-point advantage over Pennsylvania, holder of the championship. Cornell took two points at the expense of Brown, the men from Providence being left with a zero score. At the close of today's play the colleges ranked as follows:

Cornell, 7; Pennsylvania, 5, and Brown, 0.

Classy Amateur Trio.

FRANCIS OUIMET THE BIG GOLFER.

WITH TRAVERS AND EVANS IS LEADER AMONG THE AMATEURS.

The amateur and open golf championships confirmed and justified the estimate in which American golfers have held the American triumvirate, Francis Ouimet, Jerome Travers and Charles Evans. It is mainly due to Ouimet that followers of golf have come to look upon these three as pre-eminent in amateur golf. It was Ouimet's splendid showing in the amateur championship that established him the leading player in American amateur ranks.

Ouimet's record in eighteen months of championship golf is really remarkable. Until his appearance in the fall of 1913 little was known of him outside of Massachusetts, aside from his record of five holes in fifteen against John G. Anderson.

Miss Gladys Ravenscroft of England, the holder of the woman's championship of America, did not defend her title. There were ninety-one who took score cards and pencils and strode up to the first tee on the Nassau Club links last September. The championship was won by Mrs. H. Arnold Jackson of Oakley, who as Katherine C. Harley, won the title a few years ago. The low score was made by Miss Georgianna Bishop of Brooklyn, who went out in 46, but came back in 39 for a grand total of 85. Mrs. Jackson showed her victory was no fluke by finishing second with 87 for low score and winning impressively in the early rounds of the championship tournament.

A new star arose in the professional ranks, and W. C. Hagen of Rochester won the open championship from a strong field. The new champion made fifteen holes in one under par. His score for the two days was universal, 74, 75, 73, for a total of 290. Charles Evans, Jr., was second, with 291, while Francis Ouimet was tied for fifth on the list, having a total of 295. The other players on even terms with Ouimet were J. A. Donaldson, Glen View, and M. J. Brady, Wollaston.

The western amateur championship was won by Charles Evans in the most convincing manner. He developed the high form which brought him very near to the position now occupied by Champion Ouimet.

TIMES DIRECTORY of Automobiles

Buick Line — Cadillac and Paige Agency, Twelfth and Main Streets. Main 8767. 60239. Tires and Accessories

Locomobile Co. of America — Pico & Gr... Main 3088; Pico

Metz "22" 1915 — Model now on exhibition. High-grade fore-door roadster. Standard equipment throughout. METZ COMPANY, 118 West Pico. Main 944. $5...

Moon — Four—38, $1475. Light Six—40, $1700. Light-weight Six—50, $... Lynn C. Buxton—Pico at Olive. Main 577, F... "Study the Moon"

Simplex-Mercer — Pacific Coast Agency Simplex ... Mercer Motor Cars, 1057 South Oliv... A4547; Main 7563.

Times Directory of Automobile Tires

SAVAGE TIRES — MADE IN CALIFORNIA. Los Angeles Branch, 1223 SOUTH OLIVE ST... Bdwy 5035—Phones—F...

Times Directory of Motor Trucks

Moreland — DISTILLATE MOTOR TRUCKS. Manufactured in Los Angeles By ... Moreland Motor Truck Co., North Main and Willes...

$10 WATCHES — Montgomery ... Jewelers. 4th & Broadw...

Movin & Picture THEATERS of Los Angeles

Westlake Theater — South Alvarado, near 7th St. Now showing high class Mutual pictures and offers its patrons a programme of unusual excellence, presenting the Best Pictures in the city. Nothing cheap but the price. 5 CENTS TO ALL.

Keystone Theater — 1323 E. FIRST ST., NEAR GLASS ST. Mutual Program and Pacific Features. Daily Change of Programme with a Feature Every Night. Amateurs Monday and a Keystone Comedy Thursday and Saturday. ADMISSION 5 CENTS.

South Park Theater — South Park at 52nd. GOOD PICTURES AND VAUDEVILLE. Something New Every Day. Programme changed Mondays, Wednesdays, Fridays and Sundays. KING & JACKSON, Prop.

Elite Theater — And Motion Picture Operators' School. 38th and South Park. Vaudeville and Universal Service.

Sunset Theater — 1624 Sunset Boulevard.

Casino Theater — 4309 Central Ave. M. GORE :: Proprietor

SAVOY THEATER — 54th and Central Avenue. Gorge & Anderson, Proprietors. MILLER'S. Junction Spring, Ninth and Main. Always six reels of the Best First-Run Pictures in Town Shown on that wonderful Plate-Glass Mirror Screen.

LA SALLE THEATER — West Adams at La Salle ... Always a Good Show at This ... Meet Your Friends at the "La Salle" PROGRAMME CHANGED SUNDAY, TUESDAY, THURSDAY & SATU...

The Playhouse Thea... 1234 WEST SEVENTH STRE... Pictures Perfectly Projecte... 600 Comfortable Seats. Change of programme Sunday, Tu... Thursday and Friday. R. W. McKe... Mgr. Home Phone 55118.

Bear Theater — (Third and Figueroa Streets) THE ADVENTURES OF KATH... 9th Series "THE SPELLBOUND MULTITU...

The Owl Theater — Temple near Beaudry. Complete change of Pictures a... cial attractions every day. ALWAYS 5 CENTS

Always Ahead — Queen Photoplay Thea... Cor. Vermont & Jefferson St. Runs Kathlyn Series

Federal Theater — 2211 North Broadway. E. G. DWYER :: Proprieto...

Gore's Theater — Ninth and Georgia. M. GORE :: Proprietor

Idylwild Theater — NINTH AND SANTA FE AVENU... Change of Programme Daily—Th... Picture Show, not a Vaudeville ... POPULAR PRICES, 5c AND 10c

Columbia Theate... 2117 WEST JEFFERSON STRE... Monday, Tuesday, December 21 ... "THE SPOILERS" in 9 Reels ... Continuous show from 2:30 to 11 ... Afternoons, all seats 10c; Evenings ...

O'Keefe's Theate... 5253 Moneta Ave. MARTIN O'KEEFE - - - -

Goodyear's, 324 S. Broadway — Complete Line of Auto Robe... Auto Gloves and Auto Coa...

DUCKS SEEM TO BE ON LOOK OUT.

GUNNERS REPORT LOTS OF 'EM BUT THEY'RE TOO FAR AWAY.

Wednesday duck shooting was reported "only fair" by the few sportsmen who stated their bags yesterday. Thirty men shot over the Nigger Slough preserves of the Dominguez Gun Club, and, though finding teal there in thousands, could not put them up in sufficient numbers to make good bags.

Inland waters have been cold for several days, causing a scarcity of the game birds usually found there.

Sou. Cal. Agents Wright & ...

Cine-Line Co. — SUCCESSORS TO DYAS-CLINE. 214 West Third. 4th ...

HE STEALS ELECTRIC...

For the stealing of ... Charles Aldrich, manager of a ... ing house at No. 247 South Hi... was fined $5100 by Police Judg... yesterday. Electric current ... to have been diverted from ... by means of jumpers made ... wire.

FRIDAY MORNI...

Off Again,

SAM AGNEW THRO...

This is Estimate Pl... James—Has Someth... Says O'Neill of Naps... of Catching Stars Un...

BY HA...

THE famine of high-class cat... which threatened following ... passing of Johnny Kling and ... Sullivan has been averted, and ... present era will go down in ba... history as one especially rich i... development of big caliber backs...

For a time the rising generatio... players seemed inclined to pa... ketching and the severe manual ... which it involves. The idea of ... ing all their knuckles jammed ... into the palm of the hand, did ... appeal to their esthetic tastes. ... parently, they feared that buste... gers and swollen knuckles migh... terfere with their piano lessons.

Anyway, they went looking ... something softer, with the result ... while each year the crop of pit... and fielders was large, and gene... saw the development of some ... players in these departments, the... for league catching staffs became... ribly run down at the heel.

The passing of Kling was follo... by the development of Archer. ... National League also had Meyers ... Gibson, both great backstops.

But the American League was ... bad way when the great Sull... dropped by the wayside.

Then the situation was sudd... changed by a flock of four yo... sters, who, without giving the all... eat warning, busted into the big ... and instantly qualified as high-c... backstops.

• •

Schang of the Athletics, Schalk ... the White Sox, Agnew of the Bro... and O'Neill of the Naps, all are ... league products of the two years ... ing at the witching hour of 13 ... night. Their upward flash has b... dazzling. It is safe to say that ... no other period of the game have ... youngsters of equal caliber been ... veloped in so short a time. They h... completely changed the situation, ... bid fair to embalm the present ... in imperishable fame.

And then there is Hank Gow... adored in Boston and respected ... feared in Philly.

Old-timers still proclaim in quav... ing tones that the game never s... will see the equals of Ewing, Beau... and other famous relics.

Thirty years from now, a new c... of old-timers, will munch their qu... between toothless gums, and grav... make similar declarations about so... of the youngsters who are now mak... history in the big leagues.

Emerging from the minors, it ... quired only half a dozen games ... the majors for Schalk and Schang ... qualify as stars of the first magnitu... About the same time Agnew, who h... joined the Venice Tigers as a r... busher but a year before, quickly ... veloped into a sensation with t... Browns. And now comes O'Neill ... dispute the supremacy of the gr... trio.

• •

O'Neill, like Agnew, has not receiv... all the recognition that is his due, b... cause handicapped by a weak ci... Many players will tell you that O'Ne... catching under more favorable co... ditions, quickly would take preceden... over any backstop in the America... League.

Two competent critics, Ivan Olas... and St. Louis Bill James, do not he... tate to give O'Neill first place amo... the catchers of the Ban Johnson ci... cuit.

To intimate, with Olson or Jam... within earshot, that Schalk a... Schang are the real pippins is to wa... into an argument.

Of the four catchers under discu... sion, James rates Agnew as the be... thrower—first in everything exce... hitting and base-running, with O'Ne... the pick of the bunch on the bas... of all-around value to his club.

• •

Here is his little criticism, delivere... between shots in a cue game with H... West.

"Rated solely on the basis of hi... work behind the bat, Agnew over... shadows Schalk, Schang and O'Neill... It is a pleasure to pitch to him. H... is a great backstop in handling de... livery, and his throwing arm has de... veloped until he pegs with the speed ... and precision of a rifle shot.

"Now don't try to steal on thi... bird; it can't be done," was the orde... issued to the Athletics before every... game in which Agnew worked last ... season. That comes under the head ... of showing respect for a catcher's ... throwing arm.

"Against other teams in the league, ... the instructions to the Athletics were: ... 'Go out and steal a few bases; these ... fellows haven't an Agnew behind the ... bat for them.'

"Agnew has developed into a great ... catcher, but his comparatively weak ... hitting and lack of speed make it ... impossible to place him ahead of the ... other three. Schang and Schalk are ... both dangerous hitters, and this in-

Off Again, On Again, Gone Again—Mr. Wad! — *By Gale.*

New Crop.

SAM AGNEW GREATEST THROWER IN LEAGUE.

This is Estimate Placed on Former Tiger by Bill James—Has Something on Both Schalk and Schang. Says O'Neill of Naps is Pick of Bunch—Development of Catching Stars Unprecedented.

BY HARRY A. WILLIAMS.

THE famine of high-class catchers which threatened following the passing of Johnny Kling and Billy Sullivan has been averted, and the present era will go down in baseball history as one especially rich in the development of big caliber backstops.

For a time the rising generations of players seemed inclined to pass up ketching and the severe manual labor which it involves. The idea of having all their knuckles jammed back into the palm of the hand, did not appeal to their esthetic tastes. Apparently, they feared that busted fingers and swollen knuckles might interfere with their piano lessons.

Anyway, they went looking for something softer, with the result that while each year the crop of pitchers and fielders was large, and generally saw the development of some great players in these departments, the major league catching staffs became terribly run down at the heel.

The passing of Kling was followed by the development of Archer. The National League also had Meyers and Gibson, both great backstops.

But the American League was in a bad way when the great Sullivan dropped by the wayside.

Then the situation was suddenly changed by a flock of four youngsters, who, without giving the slightest warning, busted into the big show and instantly qualified as high-class backstops.

• • •

Schang of the Athletics, Schalk of the White Sox, Agnew of the Browns and O'Neill of the Naps, all are big league products of the two years ending at the witching hour of 12 last night. Their upward flash has been dazzling. It is safe to say that in no other period of the game have four youngsters of equal caliber been developed in so short a time. They have completely changed the situation, and bid fair to embalm the present era in imperishable fame.

And then there is Hank Gowdy, adored in Boston and respected and feared in Philly.

Old-timers still proclaim in quavering tones that the game never again will see the equals of Ewing, Bennett and other famous relics.

Thirty years from now, a new crop of old-timers will munch their quids between toothless gums, and gravely make similiar declarations about some of the youngsters who are now making history in the big leagues.

Emerging from the minors, it required only half a dozen games in the majors for Schalk and Schang to qualify as stars of the first magnitude. About the same time Agnew, who had joined the Venice Tigers as a raw busher but a year before, quickly developed into a sensation with the Browns. And now comes O'Neill to dispute the supremacy of the great trio.

• • •

O'Neill, like Agnew, has not received all the recognition that is his due, because handicapped by a weak club. Many players will tell you that O'Neill, catching under more favorable conditions, quickly would take precedence over any backstop in the American League.

Two competent critics, Ivan Olson and St. Louis Bill James, do not hesitate to give O'Neill first place among the catchers of the San Johnson circuit.

To intimate, with Olson or James within earshot, that Schalk and Schang are the real pippins is to walk into an argument.

Of the four catchers under discussion, James rates Agnew as the best thrower—first in everything except hitting and base-running, with O'Neill the pick of the bunch on the basis of all-around value to his club.

• • •

Here is his little criticism, delivered between shots in a cue game with Hi West.

"Rated solely on the basis of his work behind the bat, Agnew overshadows Schalk, Schang and O'Neill. It is a pleasure to pitch to him. He is a great backstop in handling delivery, and his throwing arm has developed until he pegs with the speed and precision of a rifle shot.

"Now don't try to steal on this bird; it can't be done,' was the order issued to the Athletics before every game in which Agnew worked last season. That comes under the head of showing respect for a catcher's throwing arm.

"Against other teams in the league, the instructions to the Athletics were: 'Go out and steal a few bases; these fellows haven't an Agnew behind the bat for them.'

"Agnew has developed into a great catcher, but his comparatively weak hitting and lack of speed make it impossible to place him ahead of the other three. Schang and Schalk are both dangerous hitters, and this increases their value to their clubs.

"Given my pick of the four men, I would take O'Neill. He is a good hitter, and while not quite the equal of Schang and Schalk in this respect, he is, to my way of thinking, a better catcher.

"Out here you haven't heard much of him. That is but natural, as he was with a tailend club, and was compelled to work under most discouraging conditions. Among the players, and others who have seen him work, he is regarded as a wonder."

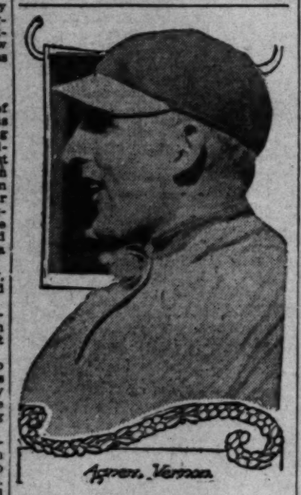
That James should rave over O'Neill is but natural, he never having seen Hap Hogan at his best.

• • •

It seems to be the concensus of opinion in sporting circles that Henry Berry added several points to his presidential batting average when he signed Harry Wolverton to manage the Seals.

Not only has he landed one of the shrewdest managers in the country, but a man who is a popular idol in San Francisco.

Contrary to a belief expressed in certain quarters, Berry did not sign Wolverton in order to smooth any difficulties which threatened to arise over the forfeiture of the Sacramento franchise. Wolverton, it is said, had



Agnew-Vernon

Sam Agnew.

no sympathy with Jacobs in the latter's threat to bring suit against the league. For one thing, he is too smart a baseball man to believe that anything could be accomplished in the courts, while he had no desire to break with organized baseball in that manner.

Berry privately expressed the opinion two weeks ago that Wolverton is too valuable a man to be allowed to escape from the league. He also declared at the time that Wolverton, because of his gameness and sportsmanlike conduct during his disastrous Sacramento venture, deserved to be "taken care of."

Only once have their interests clashed. That was regarding the lease of Recreation Park before Berry purchased the Seals. Berry, however, does not hold this against Wolverton, as the latter, honestly believed that he would be able to raise the money with which to buy the San Francisco club. He had this in view when he took an option on Recreation Park.

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Wolverton came to the Coast in 1910. He attracted much favorable attention to himself by yanking Oakland, a chronic tailender, out of last place, and shooting it within a few points of the pennant. He came West with a good record, but nobody expected him to perform a miracle of this sort. McCredie won out, but not until he had fractured a rule of long standing by strengthening his club by importing Gus Hetling from Spokane after the close of the Northwestern League season. Gus gave the Beavers needed strength at third base, the only weak spot on the Portland club that season.

During the closing weeks of that race, the fans of San Francisco for the first time in their lives passed up the Seals and actually pulled for the despised Oaks. And ever since that day, the pee-pul of San Francisco have stood ready to welcome Wolverton on the other side of the bay.

The following year he landed the Oaks a hot third. Then he went east long enough to receive a raw deal from the New York Americans. Meantime, the club which he had built up won the pennant for Oakland under Bud Sharpe in 1912.

Returning to the Coast in 1913, he rebuilt the demoralized Sacramento club in the space of a few weeks, and shot it into second place. Last season he was hopelessly handicapped by lack of finances with which to strengthen his club, and for the first time in his minor league experience as a manager finished worse than third.

From the standpoint of the Coast League fans generally, Berry could hardly have made a more popular move than the one which is to keep Wolverton in the circuit.

Wolverton, like Sharpe, is a product of the "Stallings school," and has many of the traits which have made the miracle man famous.

WISE SAYINGS OF ROWLAND.

When a player is capable of doing his own thinking let him do it. With the others, orders are orders; they must be followed.

A player who keeps himself in condition to do his best does not need a guardian.

To be great, a ball team must be fast. Speed is about 33 1-3 per cent. of the formula for diamond success.

A team that gets away with its stolen base in three trys will win a lot more games than it loses. Those teams are always in the fight.

It's the ball club that makes the manager. No matter how great a leader a man be, he must have his men working with him every minute.

Win one game at a time and the old pennant will be close enough for you to hear its flapping when the curtain drops.

Keep the other fellows guessing. Witness the Macks, Giants, Fielder Jones's old White Sox, and Frank Chance's famous Cub machine.

A manager who plays fair with his players is the only sort of manager that will succeed. A fifty-fifty break is all any of the boys ever ask.

The old hit and run game still gets 'em. Last year at Peoria we needed only an average of 1.7 hits for each run we scored. In 1912, at Dubuque, we got around for an average of 1.3 plows. That means speed and a style of play that keeps the other fellow wondering what will come next.

NOTHING LIKE IT EVER THOUGHT OF.

FEDERALS CONTRIBUTED MUCH TO THE INTEREST IN BASEBALL.

The baseball season was made famous by the remarkable performance of the Boston Braves, who not only won the National League championship, after a wonderful mid-season spurt, but subsequently defeated the Philadelphia Athletics for the world's title in four straight games. Baseball history does not record a feat equal to that of the Braves, who, in the short space of a month climbed from the bottom of the championship ladder to the top, and having once reached the top rung held it to the close of the season.

Connie Mack's team played consistent ball throughout the season. The manager of the Athletics followed his policy of former years, carried his players along steadily, and always in a commanding position. In the contest for the world's championship the Athletics were outplayed and lost by scores were 7-1, 1-0, 5-4 and 3-1. The victory of the Braves was largely due to the pitching of Rudolph and James and the batting and catching of Gowdy.

For the second time National League batting honors went to a Brooklyn player. Jake Daubert, the Superbas's star first baseman, proved to be the best batter in the National League, while Ty Cobb again carried off the batting honors in the American League, with Eddie Collins a close second.

The invasion of the Federal League formed a conspicuous feature of the season. The "outlaws" succeeded in materially weakening many of the teams in the major leagues by signing the star players.

Intercollegiate baseball ended in the usual muddle, so far as a championship was concerned.

Kansas City (Mo.) Interscholastic League has started an innovation in basketball circles in the West by numbering the players.

Fine.

NEW MANAGER OF SOX ALIVE

Rowland Said to be Second McGraw.

Pep, Ginger and Fight are Watchwords.

Says His Team will Battle for Games.

[SPECIAL CORRESPONDENCE.]

DUBUQUE (Iowa) Dec. 26.—President Comiskey has landed a second McGraw to lead the White Sox, if those who have known Clarence Rowland all his life know whereof they speak.

In all his minor league experience the new Sox leader has been noted for the "pep," "ginger" and fight he has instilled into the players under his command. His never-say-die spirit long ago won him the title of the "Muggsy McGraw of the Three Eyes." Rowland believes he can succeed in the big circuit with the same methods that won him fame in less distinguished company.

Rowland's leap into the limelight came so suddenly he is still somewhat loath to discuss the responsibilities that will soon be his. About the prospects of the White Sox for next season he would talk only in a most general manner today.

ALREADY KNOWS CONDITIONS.

Rowland insists that until he has ample time to go over the situation with Comiskey he should not be asked to go into detail regarding his plans. From his conversation, however, it is evident he is familiar with the conditions he will face and that he already has formed his first plans for battle.

"It's a lot too early to start talking of next season," said the new manager. "There will be some new faces on the Sox team, of course. But where the changes will be I cannot say now. I have been watching the Sox for years, and I think I have a pretty fair idea of the material we will have, and you know Comiskey promised the Sox fans after he got Eddie Collins that there would be two other bright stars wearing the uniform next year. Commy always keeps his word, so until his plans develop we will have to speculate a bit on the probable make-up of our team.

SILENT ON PREDICTIONS.

"I never offer prophecies regarding what the future may hold for a ball club of mine other than that we will let the winner know he has been in a battle.

"Tell Chicago fans that every time they come out to see us play they will see us fighting to the limit for that particular game. My theory is that the only way to win in baseball is to go out after the immediate enemy. That plan has worked mighty well for me in the past and that's the sort of baseball we will give these Chicago fans next season. I don't believe I ever have kept a player on my pay roll who was not a fighter. Fight, to my mind, is half of baseball.

SAYS SOX ARE FIGHTERS.

"I know the players 'Commy' has under contract are all good fighters. With that layout we ought to make some noise when the time comes, oughtn't we? Some of my friends seem to fear that because I am going up from the brush to lead one of the most popular ball clubs in the country I may have trouble handling my players. On that score my mind is entirely at rest. I know some of the boys. I know the rest, at least, by reputation, and I am absolutely confident that we will all work in harmony.

"A ball player is a human being, and with an even break he will treat you as well as you treat him. I'll play the boys on a fifty-fifty basis, and we will be a happy little family together. I know it takes a ball club to make a manager and you can bet the limit I am going to make the most of this big chance that has come my way. Therefore, I am going to have the ball players with me all the time. And we'll not be pulling any bush league stuff, don't worry about that.

WANTS TO MAKE GOOD.

"If only to justify Comiskey's belief in my ability, I want to make good. 'Commy' is the best friend I ever had, and I would rather work for him than for any other man in baseball, or in any other business, for that matter. And everybody knows these rooters are the most loyal fans in the country, so I certainly am starting with everything in my favor. And I'll make good, too."

WEARS NICKNAME OF "PANTS."

Around the Three Eye circuit Rowland is known as "Foxy." He himself said he has never had a real nickname other than that of "Boss," conferred on him by his players. But a little bird whispered that his friends—those who have known him longest—often refer to him as "Pants." The story reads that when he first started to play ball with a semi-pro team here he appeared on the field in a uniform belonging to an older brother who was a bit bigger than little Clarence. The knickers were big enough to have furnished an entire suit for the youngster, so the monicker came easy for the jokesmiths. Rowland outgrew the over-large trousers, but he has never outgrown the name.

Some Figures.

GIANTS MADE ENORMOUS MONEY FOR JOHN T. BRUSH.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—A statement of profits of the National Exhibition Company, the corporation which controls the New York National League Club, and the Polo grounds is contained in the report of the appraiser of the estate of the late John T. Brush, chief stockholder in the company, made public today. During the three seasons preceding Mr. Brush's death—1910, 1911 and 1912—the total net profits of the company are given as $416,791.

The appraiser put Mr. Brush's total estate at $470,102, and the net value at $415,825. The share of Mrs. Elsie Brush, the widow, is appraised at $134,315, and the same value is set on the shares of Mr. Brush's daughters, Eleanor Brush Hempstead and Natalie Lombard Brush.

Mr. Brush owned 1306 shares of the National Exhibition Company. The executors of the estate, Harry N. Hempstead and Nelson Ashley Lloyd, placed their estimates of the value of this stock at $130,600, but Tax Appraiser John T. Martin, after hearing the testimony regarding the assets of that corporation, raised the value to $348,702.

The statement of the annual profits of the National Exhibition Company for the three years are given as follows:

The 1910 season, $69,069; post-season games, $15,941; net profits, $85,030; dividends declared, $47,820.

The 1911 season, $76,515; world's series, $75,507; net profits, $152,025; no dividends.

The 1912 season, $84,804; world's series, $94,932; net profits, $179,736; no dividends declared.

Right Away.

GOLFERS WILL TRY OUT NEW DEL MONTE COURSE.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

DEL MONTE, Dec. 31.—The golfers at Del Monte will have an opportunity of trying out the new bunkers in competition tomorrow. Although the entries will not close until Father Time has stepped out of his 1914 clothes, in all probability there will be four flights of eight in the men's tournament and one flight for the women. Both events will be under handicap.

Mrs. Thomas S. Baker of the Burlingame Country Club and Mrs. H. E. Law of the San Francisco Golf and Country Club lead the list of women who are entered.

Following is the entry list: A. M. Thomson, Royal Hongkong Golf Club; M. P. Lilienthal, Beresford; M. Bissinger, Beresford; L. Sloss, Jr., Presidio; L. G. Mack, Beresford; W. W. Wynneken, Hartford, Ct.; E. M. Mayer, Jr., Los Angeles Country Club, Ohio; K. S. Allen, St. Charles Country Club, Winnipeg; R. H. Fortune, St. Charles Country Club, Winnipeg; R. B. Paten, Victoria; R. E. Allardyce, Stanford University; Thomas S. Baker, Burlingame; R. P. Tisdale, Seattle Golf Club; D. L. Roscoe, Del Monte; Bruce Heathcote, Claremont; H. E. Paine, Euclid Country Club, Ohio; Dr. R. M. Hollingsworth, Del Monte; W. C. Crist, Presidio; G. S. Arnold, San Francisco Golf and Country Club; Irving J. Wiel, Beresford; Eli H. Wiel, Beresford; Spencer Grant, Marin Golf and Country Club; Leroy Ryone, Marin Golf and Country Club; I. O. Upham, San Francisco; A. W. Foster, Jr., Marin; S. T. Britten, Burlingame; John Lawson, San Francisco; C. E. Lamontagne, San Francisco; William Fries, Beresford; Dr. H. E. Law, San Francisco; Alex L. Ehrman, Atherton Golf Club.

M'LOUGHLIN IS BEST IN WORLD.

CALIFORNIA BOY SUPERIOR TO ANY PLAYER IN THE UNIVERSE.

America lost its supremacy in tennis when Norman E. Brookes and Anthony F. Wilding captured the Davis Cup, which is emblematic of the world's championship. The Australian pair defeated Maurice E. McLoughlin, R. Norris Williams and Thomas C. Bundy, the American defenders, on the West Side tennis courts at Forest Hills, L. I., in the challenge round. The match consisted of best three in five, four singles and one doubles.

In the first two matches on the opening day, McLoughlin defeated Brookes, 17-15, 6-2, 6-3, and Wilding won from Williams, 7-5, 6-3, 6-3. In the doubles match Brookes and Wilding scored an easy three-set victory over McLoughlin and Bundy at 6-2, 8-6, 9-7. On the third and closing day of the series McLoughlin triumphed over Wilding, 6-2, 6-3, 2-6, 6-2, and Brookes scored a victory over Williams, 6-1, 6-2, 8-10, 6-3.

In spite of the defeat of the American team, McLoughlin by his brilliancy raised tennis in this country to the highest pinnacle and compelled admiration from his victorious opponents. He was the only player during the preliminary final and championship rounds to defeat the hitherto invincible Australians, and thereby earn the title of world's champion.

A complete reversal of form marked the challenge match for the American amateur championship when Williams defeated McLoughlin, the title holder, in three straight sets at Newport, R. I., on September 1, at 6-3, 8-6, 10-8. The champion was far below his form, and the result was one of the greatest surprise of the year.

Miss Mary Browne of California scored a triple victory in the women's tournament at Philadelphia. Miss Browne defeated Miss Marie Wagner for the single title. With her sister, Mrs. Robert Williams, as a partner, Miss Browne won the doubles from Mrs. Edward Raymond and Miss Edna Wildey, and in the two mixed doubles Miss Browne and W. T. Tilden secured the title. Miss Marie Wagner of New York won the women's indoor singles championship.

Fordham College, New York City, will convert twenty acres of ground in the rear of the college into a modern athletic field.

Reward.

BALL TOSSERS GET BOX PARTY.

ROBBINS PRESENTS TEAM WITH TICKETS.

After Winning Ten Straight Games the Hups are Put in a Box to Celebrate—Team then Disbands as All are Members of the U.S.C. Law School Nine.

Some weeks ago, when the Hupmobile ball team started on its long string of wins, A. C. Robbins, who has been the one big booster, offered to treat if they could double their record of five wins.

After trimming some half-dozen local clubs without getting a licking, the Hups, under the leadership of Louie Canepa, got unusually ambitious and wound up the season with a three-game argument against Coach Glaze's U.S.C. squad.

Taking the latter into camp for a triple victory they rounded out a full set of ten games without a loss.

Consequently, last night at the Orpheum there was a party of distinguished young barristers all dolled up in their Christmas neckwear, with A. C. Robbins paying for the tickets.

The Hup ball team was cranked for the first time on October 10, when it trimmed the Universals at Exposition Park. Getting away to a good start they stepped on it and went right down the line with the following teams on the short end of the score: Pioneers, Wilshire A. C., Hazards, Schoolmasters and U.S.C.

After playing together for three months, and aided by the slugging of Capt. Canepa and the twirling of Counts, they are considered one of the fastest of local teams.

The only reason for disbanding at the present time is the opening of the college ball season, as the entire Hup team is composed of students at the law school.

Seven of the Hup team have been given permanent jobs on the U.S.C. varsity by Coach Glaze, who picked from the following Hupmobilists: Berger, Canepa, Counts, Benson, Parker, Baldwin, Hirsch, Howland, Milliken and Wright.

Rev. George MacDougall and G. N. Aubabough, two Omaha canoeists, are planning to compete next spring in the American Canoe Associations races in Chicago. Both have had experience in Canada.

Long Beach Tennis.

(Continued from First Page.)

day, the last day of the tournament.

The management has decided that the players that did not show up today will not lose their matches by default, but that their contests will merely be postponed until tomorrow. The default rule will not be enforced until New Year's Day.

After a stiff fight, Tominago, the Japanese entrant in the tournament, subdued Donley, 6-2, 7-5.

Donley again was on the losing end, when with Peterson as a partner, he was defeated by Warren and Barber, in the first men's doubles event.

Tominago, the Japanese boy whose victory in the morning gave him a good start in the meet, then fell before Warren by the easy score of 6-1, 6-1.

Barber beat Harnett, 6-2, 6-1.

Morris and Stewart completed the playing of the day, the manager of the turnament demonstrating his superiority over his opponent by the score of 6-1, 6-2.

None of the women scheduled to play today appeared, and the men's matches contested were played to an empty gallery.

The following strenuous schedule has been prepared for today.

MORNING.

At 9 a.m.—Men's singles, Warren vs. Clover. Men's doubles, Godshall and Godshall vs. Galusha and partner; Morris and Snider vs. Merwin and partner.

At 9:45 a.m.—Men's singles, Newell vs. Mieding; Bowers vs. Goodwin; Morris vs. Porter.

At 10:30 a.m.—Men's singles, L. Godshall vs. McNaughton; Shook vs. Galusha.

At 11:15 a.m.—Women's singles, Mrs. Ellis vs. Mrs. Hinsdale; Mrs. Stickred vs. Miss Eicher; Miss Jean McNaughton vs. Miss Grieve.

At 12 m.—Men's singles, Merwin vs. Ridell; winner of Shook-Galusha vs. winner Godshall-McNaughton; Barger vs. W. Godshall.

At 12:45 p.m.—Men's singles, Noble vs. Peterson; Snider vs. Gorham.

At 1:30 p.m.—Men's singles, winner of Morris-Porter vs. winner of Mieding-Newell; ladies' singles, Miss C. Parker vs. Mrs. Henry; Miss Bourne vs. Miss Penton.

At 2:15 p.m.—Ladies' singles, Miss Bourne vs. Miss Lowell; Miss G. Parker vs. Miss Scott; men's doubles, Shook and Bowers vs. Porter and Mieding.

At 3 p.m.—Men's doubles, Barker and Newell vs. Goodwin and partner; men's singles, Barber vs. winner Goodwin-Bowers vs. winner Barker-Godshall; men's doubles, Harnett and Harnett vs. Gorham and Clover.

At 3:45 p.m.—Ladies' singles, winner Miss C. Parker-Mrs. Henry vs. winner Mrs. Stickrod-Miss Eicher; winner Miss McNaughton-Miss Grieve vs. winner Miss Penton-Miss Bourne; winner of Miss Bourne-Miss Lowell vs. winner Miss G. Parker-Miss Scott.

At 4:15 p.m.—Men's singles, winner Snider-Gorham vs. winner Noble-Peterson; winner Barker-Godshall vs. winner Goodwin-Bowers; winner Godshall-McNaughton vs. winner Shook-Galusha.

GLAZE IS AFTER SOME ATHLETES.

TROJAN COACH VISITS SANTA ANA TO LAND STAR PLAYERS.

[SPECIAL CORRESPONDENCE.]

SANTA ANA, Dec. 31.—Coach Glaze of U.S.C. was in Santa Ana yesterday to see what he could do about persuading some of this year's championship football team to go to U.S.C. next year and to extend to Eddie Cheely, coach of Santa Ana High School's second team, an offer to become assistant to Glaze at U.S.C. next year.

Glaze had talks with the Morrison brothers, Holzgrafe and Stewart. "Big Spud" Morrison did not play football this year, as he was over 21 years of age. "Little Spud" Morrison was quarter on the team that won the prep. championship, and he was selected by all the sporting writers as the best quarter in the league. Holzgrafe was captain and full-back of the team. Stewart, an excellent center, has another year in High School.

The U.S.C. coach was unable to see Joe Irvine, Santa Ana's tackle and place-kicker, but since Glaze is to return here for further conferences with the local material, Irvine will be hunted up later.

Cheely has given no answer to Glaze's overtures. In 1911-12 Cheely was assistant coach for the Montana State School at Bozeman, Mont.

FRENCH BIKE RACERS DEAD.

[A. P. FOREIGN CORRESPONDENCE.]

DUNKIRK (France) Dec. 10.—Gabriel Poulain, who won the world's professional bicycle sprint championship in 1905, and O. Lapize, an Olympic games champion and a widely-known professional rider, have been killed in action. Among those reported captured by the Germans are Trousellier, a famous road rider; Brocco, a six-day racer; Berthet, a former holder of the world's one-hour record, and Heurlier, last year's sprint champion.

She's the Author and Star All by Herself.

Down the Row.

ORPHEUM CELEBRATES ITS TWENTIETH ANNIVERSARY.

BY GRACE KINGSLEY.

YESTERDAY was the Orpheum's birthday. Some lusty youth! Twenty years old, and has never missed a tick!

The Orpheum has a right to be considered an institution, like Central Park, the school system, and Joe Rivers.

The Orpheum came to life in the old Grand Operahouse on Main street, a house that, by the way, had housed artists like Modjeska and Madame Rhea.

The history of the Orpheum may be considered, too, the history of vaudeville. In those early Orpheum days there were only two matinees a week. There were no tabloid musical comedies, no real sketches. There were certain awful affairs known as "after pieces," in which the entire "talent" of the show took part, after they had completed their several stunts. In these after pieces the performers made up their lines as they went along, and though they usually agreed early in the morning on Monday as to the general nature of the plot, sometimes they didn't even know how the things were to turn out until they played them. Of course, there were no moving pictures, for they hadn't been invented.

There were several intermissions during which a man might refresh himself at the bar, which was entered from the lobby.

The corps of officials was as follows: Manager, Joseph Pietrich; Orchestra leader, W. F. Ahrends; stage manager, J. Rush Bronson; treasurer, Charles Schimpf; head usher, Paul Paulson, now stage manager; gallery ticket seller, Bill Brenner, now advertising agent and stage door man.

The first week's programme will serve to give an idea of the sort of entertainment offered in the best of vaudeville houses in those days. Here it is:

Orpheus, "Tamps" ..... Herold
Gardner, "Black Hussar" ..... Millocker
The Prize and Lloyd, Society Sketch Artists.
Gardner, Vincent and the Lone Star Minstrel, in his famous songs, "They All Come Back," "Standing on the Corner, Didn't Mean No Harm."
The celebrated Big Four, Sparks, Martin, Smith, Williams.
Dolores Wells ..... Waldteufel
Rockaby and Reynolds, the Comedy Duo.
Allen Raymond, the World's Greatest Cornet Virtuoso.
Ching Ling Hoo, the Tramp Grotesque Juggler.
Kinetoscope Exhibition ..... Verdi
Thomas and Welch, the Irish Senators.
Baby Don Juan Caicedo, the King of the Wire.

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Getting Rich.

Manager E. D. Price of "The Poor Little Rich Girl" company, now appearing at the Mason, denies the report that the piece is to be filmed. He says the play is making so much money that the management deems it unwise to transfer it to the films.

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Welcome, Lois.

Lois Meredith, the youthful little lady whom Mr. Morosco has brought West to play her New York success, "Help Wanted," is rehearsing with the Burbank company.

Mr. Morosco himself directs the rehearsals.

"Mr. Morosco is a wonderful director," said Miss Meredith. "It is always he who thinks of the subtle 'business' for our parts. I am playing my part much as I played it in New York, but his stage direction is a revelation. He is giving us new bits of business every minute. I feel I owe my whole success to Mr. Morosco."

• •

Just a Kid.

Miss Meredith was billed as "the youngest leading woman on Broadway" when she played in "Help Wanted." She's only 17 now! Doesn't look even that, with her big blue eyes and curly yellow hair, and her "nose tip-tilted like the petal of a rose." Even now she wears her hair down and does lessons every day in French, German and music, with dancing on the side.

The youthful lady went on the stage two years ago as "Modesty" in "Everywoman," when family business difficulties made it necessary for her to earn her own living.

"When I was a kiddie at home," said Miss Meredith (who is English, and to whom, therefore 'kiddie' is not slang,) "we children used to read fairy tales and King Arthur's Round Table stories, and then I'd dramatize them and we'd play them in the nursery. Oh, that nursery! It has been everything from Ali Baba's cave to Cinderella's kitchen. My mother taught me how to read lines from great plays correctly, too. I hadn't any idea then of going on the stage, but naturally that's what I turned to when I had to do something for a living. My mother is a beautiful reader, and so well had she trained me that I did not find my work nearly so hard as I should otherwise have done. Thanks to our nursery plays, the stage seemed rather natural to me."

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Rah for Josephine.

Miss Josephine Bumiller, who does a clever bit as the washerwoman's daughter in "Baby Mine," at the Burbank this week, is a member of an old and well-known Los Angeles family. About a year ago she took it into her head to go on the stage, since which time she has been studying earnestly. She is making a distinct success of her little part in "Baby Mine," and announced jubilantly yesterday that Mr. Morosco has given her a still bigger part for "Help Wanted."

• •

Some Film.

"The Girl of the Golden West" was given its initial run at Tally's Theater yesterday morning. The piece was filmed by the Lasky Company, directed by Cecil de Mille, the scenario having been written by William de Mille.

The photodrama has retained all the original thrills of the stage version, with some new thrills added, made possible by the better opportunities of moving pictures for great scenic effects. There are, for instance, some marvelous mountain storm scenes. Mabel Van Buren, House Peters and Theodore Roberts have the leading roles, and play them excellently.

Mr. C. P. Garrett, organist at Tally's Broadway, is preparing a special programme of the Puccini "Girl of the Golden West" music, to be played when the picture is shown.

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Real Relatives.

Yes, Klaine and Zoe El Rey, doing the dancing-on-skates stunt, at the Orpheum, are real sisters, not just prop relatives. They learned to skate when they were youngsters.

They lived in Boston, and when the roller skating craze was at its height they naturally skated with the other children out on the pavement.

"One day a hurdy-gurdy somehow strayed into the neighborhood," said Zoe. "I don't know how it happened, for such prizes didn't often come our respectable way; but my sister began to dance on her skates. I stopped her, horror-stricken, but the idea had entered our heads, and when we went on the stage, a few months ago and wanted something new, sister thought of our old skating days at home, and we put the dancing act into vaudeville."

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Great Idea.

The wood-sawing stunt which Rube Welch does as part of his burlesque of a stage rehearsal is quite a help to "Red," the Hippodrome fireman. Other weeks he has had to cut his own kindling!

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Entertained.

The Red Heads were entertained by Mr. Jesse Lasky at the Lasky motion-picture studio yesterday. Also they entertained.

After they had examined the studio, had observed the making of pictures and had luncheon, somebody suggested that the young women do a stunt. There's an old spinit on the stage, and up there they hastened and, clad in their street clothes, to the music of the spinet played by their clever leader, Marie Mosier, they played their "Red Head" show for the benefit of the Lasky company. And got a lot of noise, too!

Elsie Janis, in her own film play,
"Almost a Lady," now being finished at the Bosworth studio. Miss Janis has been a sensational success as a moving picture actress.

TIGERS CAPTURE TRACK HONORS.

OCCIDENTAL, WITH McCLUNG AND MONTIJO, IS WINNER.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

PACIFIC GROVE, Dec. 31.—The Occidental College athletes, at the Asilomar Y.M.C.A. conference, cleaned up the track meet here this afternoon with a total score of 52 points. The University of California scored 10; Pomona, 5; Redlands, 2; Nevada, 1. Four other colleges failed to score.

Sam McClung and Montijo were the individual stars of the meet for Occidental, winning most of the first places, while Boice proved to be a speed demon in the relay.

CRICKET CLUBS HIT FINANCIALLY.

WAR CUTS DOWN ATTENDANCE AT PROFESSIONAL MATCHES.

[A. P. FOREIGN CORRESPONDENCE.]

LONDON, Dec. 10.—Most of the prominent professional cricket clubs in England show an alarming financial deficit for the season, as a result of the damper which war put on the sport after August 1.

The Lancashire Cricket Club, with an annual income of about $40,000, had a loss of $6500. The Northamptonshire Club was able to finish its season only through the receipt of a gift of $2500 from Lord Lilford, an enthusiastic follower of the sport. The club has decided to abandon the game for the year 1915 and assess all members a sum sufficient to enable the organization to start the 1916 season free of debt.

The Hampshire Country Club, after beginning the year with a large surplus, finds itself at the end of the season with a deficit of $4500. Exact figures are not available for the other prominent clubs, but it is known that all have suffered severely.

TWO CLUBS WILL HOLD TOURNEYS.

SAN GABRIEL AND LOS ANGELES GOLFERS HAVE CHANCE TO COMPETE.

It is a courageous country club that would dare to compete with Pasadena and her rose tournament on New Year's Day. But the San Gabriel Country Club has braved the competitive attraction and will hold a two-ball mixed foursome event this afternoon.

At the Los Angeles Country Club they will have morning and afternoon competitions—18-hole medal play a.m., and 18-hole match play p.m. But they don't anticipate a large entry.

Annandale and Midwick have decided to postpone their golf events, the former transferring it to Saturday.

On Saturday the Orange County Golf Club will make it's social debut at the Midwick where their teams will play the first interclub league match of the season. A tombstone tournament will also be held at Midwick for those that are not serving on the team.

Next Saturday, the 9th, there will be three league matches played. The Los Angeles team goes to the Virginia, the Victoria to Redlands and the San Gabriel to Midwick.

A Few Desirable Offices Now Open to High-Class Tenants in the

HOMER LAUGHLIN BUILDING

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Ideally Located—in the Center of the Downtown Shopping District.

Every Office has Outside Exposure—Good Air and Plenty of Light.

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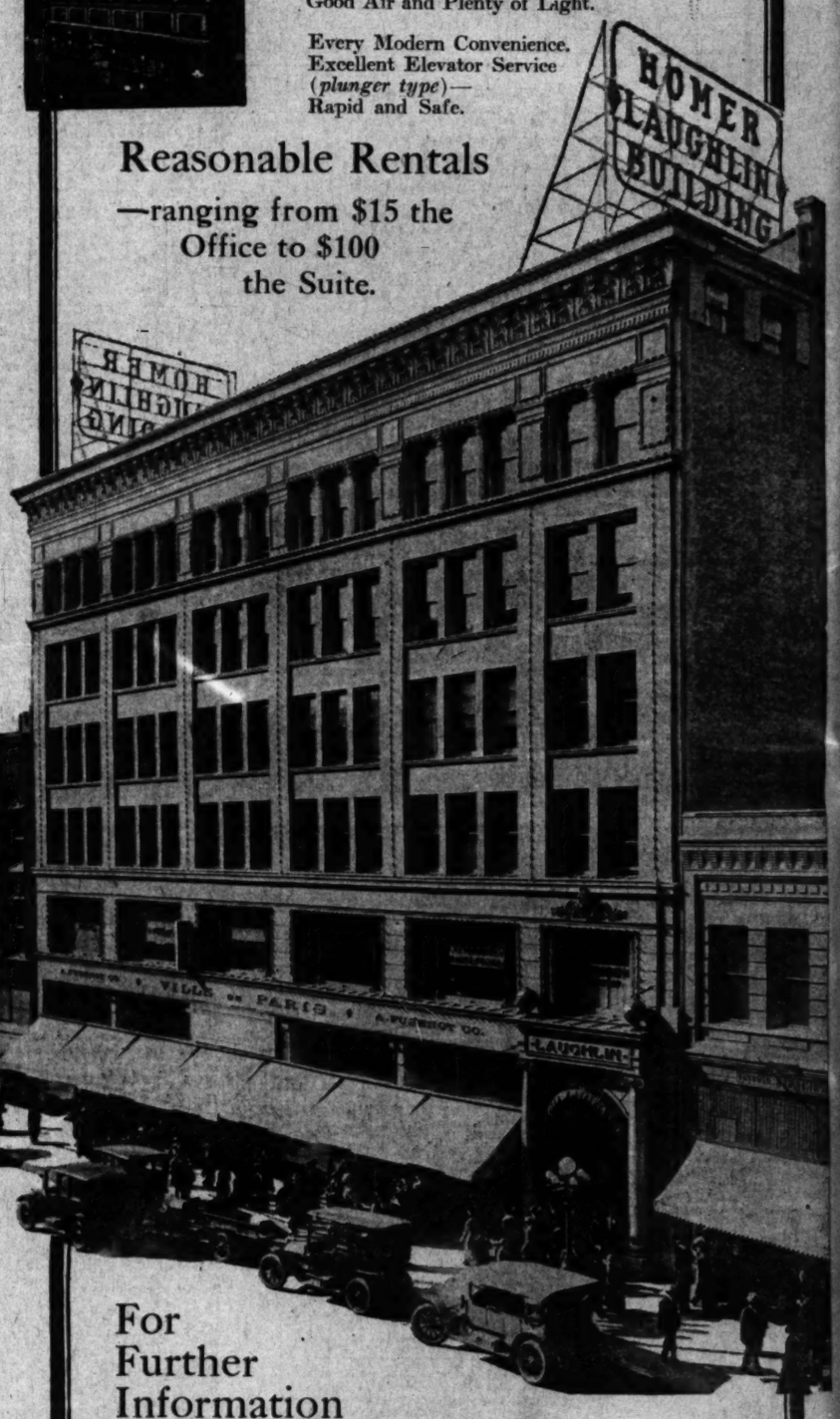

For Further Information

—Telephone A2321 or Main 333

—or Call at the OFFICE of the BUILDING, Room 602.

Burns & Andrew Adv.

LOCAL BUSHER IS SIGNED UP.

BARTON GOES TO THE DENVER WESTERN LEAGUE TEAM.

Clarence Barton, a product of the local sand lots, and at present third baseman of the Harris & Frank team, has signed to play with Denver next season. Barton was recommended by Jim Murray, American Association umpire, who is wintering in Los Angeles.

HOGAN HASN'T SIGNED LEROY.

SAYS HEAVER CAN'T BE LANDED DEFINITELY WITHOUT TRIP EAST.

Hap Hogan denies that he has clinched the deal for Pitcher LeRoy of Indianapolis. "As stated last week, I am endeavoring to get LeRoy, but as yet have been unable to agree on terms with President McGill," said Hap. "Not until McGill reaches the East and confers with his manager, Jack Hendricks, will it be possible to close the deal."

STOCK OF TIGERS IS TO BE DOUBLED.

TO DATE IT HAS BEEN BELOW ASSETS OF CLUB SAYS EDDIE MAIER.

At the annual meeting of the Venice Athletic Association next Wednesday, the capital stock of the club will be doubled, according to an announcement made yesterday by President Maier. The reason given is that the capitalization heretofore has been far below the club's assets.

DARMODY TALKS WITH F. CHANCE.

BUT SAYS PEERLESS LEADER ISN'T TO BOSS THE SERAPHS.

President Darmody of the Angels admitted yesterday that he had talked with Frank Chance since the latter's return from the East. He declares, however, that the latter gave him no encouragement about entering baseball on the Coast as part owner and manager of the Angels.

Babe Borton.

(Continued from First Page.)

der young steaks which Maier had served in honor of the White Sox the year before, Borton repented of all his retirement pledges, and packing up the old uniform, beat it for the Coast. He is believed to have cost Maier $2500, although the exact figures never have been made public.

BUM START.

Borton got away to a bad start, but was going good by midsummer, and finished the season in a blaze of batting glory.

That he felt he had been shipped back to the minors prematurely there is little doubt, and he may have seized the Federal League offer as presenting an opportunity to show the big town fans that such was the case.

As far as known, Borton is the only Coast League player lost to the Feds this season. They claim Corhan, but as yet no documentary evidence to that effect has been produced.

Following the holidays the big eastern university students will again take up training for hockey, crew, track, fencing, wrestling, swimming, gymnastics and baseball workouts for battery candidates.

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"LANDS AT WHOLESALE."

Classified Liners.

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Country Property.

FOR SALE—

CALIFORNIA.

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WEST COAST OF MEXICO.

LANDS ARE IN DEMAND NOW BY THE MOST DISCRIMINATING INVESTORS IN THE COUNTRY.

JOHN P. SULLIVAN,

"LANDS AT WHOLESALE."

618-622 VAN NUYS BUILDING,
LOS ANGELES, CAL.

MAIN 607, HOME 70712.

FOR SALE—
Country Property.

FOR SALE—

WHEN YOU THINK
OF
CALIFORNIA FARM LAND,
THINK OF
OROSI,
TULARE COUNTY.

WHERE NATURE MAKES HONEST EFFORT WORTH WHILE.

THE HOME OF DIVERSIFIED FARMING, CALIFORNIA'S COMING CITRUS CENTER. Where land is fully 50 per cent. cheaper than that lying near Los Angeles.

Oranges, lemons, peaches, grapes, alfalfa and prunes in full bearing on every side.

ABUNDANCE OF WATER, GUARANTEED IN EVERY CONTRACT.

Santa Fe Railroad now crosses the tract. A thriving townsite is under actual construction.

The terms upon which we are selling Orosi Farms are such that will appeal to every one realty desiring good farm land and overcome the two great obstacles covering land near Los Angeles—a prohibitive price and undesirable terms.

We only ask a small cash payment, and will allow six years before second payment, with the lowest rate of interest in the State.

Cheap rate excursion this week. Get in touch with citizens today. Come and see what we guarantee.

C. H. ANTRIM,
608 Hollingsworth Bldg.,
Sixth and Hill sts.
Phones: Home F6588, Main 753.
Write for free literature.

FOR SALE—

FIVE ACRES—$350.

PAY $50 AND MOVE ON.

Five years to pay out.

Fine sandy loam. Plenty of cheap water.

Jam up against a good town.

The best place to locate. Make your home in the State of California.

Bring this adv. with you and get full particulars free.

GUY M. RUSH COMPANY,
722-725 South Hill st.

CAN SUPPLY YOU WITH THE VERY BEST TO BE HAD IN THE TERRITORY NAMED,

WHICH IS THE HOME OF DIVERSIFIED FARMING, CALIFORNIA'S COMING CITRUS CENTER. Where land is fully 50 per cent. cheaper than that lying near Los Angeles.

Oranges, lemons, peaches, grapes, alfalfa and prunes in full bearing on every side.

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Write for free literature.

FOR SALE—

FIVE ACRES—$350 AN ACRE.

NORTH LANKERSHIM IRRIGATED FARM.

Nine miles from the city, mile and half from electric car line, sandy loam soil, best adapted to fruit and vegetables. Corn 10 feet high on adjoining land. Good water piped ready for use. You can get right in, and arrange payments—a little cash down and eight years to pay the balance. See G. W. JONES, with

JANSS INVESTMENT COMPANY,
611-612 S. Hill st.
Home 10045. Phones. Bdwy. 2468.

FOR SALE—

40 ACRES—WITH HOUSE AND BARN,

$250 AN ACRE.

Alfalfa, fruit and hog ranch, 4 miles from town, good cottage, 8 rooms and bath, barn and chicken corrals, water piped into house, yard and outbuildings. Beautiful shade trees, family orchard, apples, peaches, pears, etc. Abundance of cheap water for irrigation. Rich soil. Owner must make for some one, $500 cash will give you possession, balance easy. G. H. MacGinnis, with

JANSS INVESTMENT COMPANY,
611-612 South Hill st.
Home 10045. Phones. Bdwy. 2468.

FOR SALE—

$70 AN ACRE

and up, in 10 and 20-acre tracts, on payments of $1.00 an acre cash and $1.00 an acre a month, is the price and terms we have on our Zuflare county land; fine soil, thoroughly located, served by good roads, near school, pure soft water, alfalfa fields on all sides, and only three miles from town. This property is worth $100 an acre, and if you are in the market for land we would be pleased to have you look it over next excursion to investigate this, which will be on Wednesday evening, January 6. For full particulars regarding our land and excursion call at our office, HARLMART IMPROVEMENT CO., 504 Story Bldg., corner Sixth and Broadway.

FOR SALE—AND EXCHANGE—
20 acres, Baldwin Park, partly improved, fine citrus fruit or vegetable land, SNAP, $7500.
40 acres, near Lindsay; all leveled, splendid fruit or alfalfa land. A BARGAIN, $14,000. Terms.
40 acres, Coachella Valley; right at railroad, fine soil, flowing wells; exceptional improvements; stock, implements and crop included. $14,000. Terms.
170 acres, Ventura county, 40 acres in cultivation; more level; fine rich soil, fair improvements; fine range adjoining. SNAP, $10,500; terms.
These and more than 200 other good selected ranches of 5 acres and up in Southern California for sale and exchange.
MR. BAIRD, with MONARCH REALTY CO.
P4744. 623 S. Spring st. Main 3528.

FOR SALE—COUNTRY PROPERTY IN CALIFORNIA. COME TO THE TWO WORLD'S FAIRS. IF YOU WANT A HOME IN "THE LAND OF SUNSHINE" I HAVE IMPROVED AND UNIMPROVED LOTS, HOUSES, MANSIONS, ETC. ORANGE, LEMON, WALNUT GROVES, ETC. PEACH, APRICOT, PRUNE ORCHARDS, ETC. ALFALFA, GRAIN STOCK RANCHES, ETC. LARGE AND SMALL ACREAGE, NORTH AND SOUTH. EXCHANGES—EASTERN FOR CALIFORNIA AND CALIFORNIA FOR EASTERN. BIG PROFITS ON INVESTMENTS. MONEY TO LOAN 5 PER CENT. COME AND SEE ME. BANK REFERENCES. J. L. PATTERSON, 940 DOUGLAS BLDG., LOS ANGELES, CAL.

FOR SALE—MY 80-ACRE RANCH, TULARE county, highly improved, worth three times as much as vacant land. Will take vacant land price, must have $6000 cash, balance easy. No trade. Address C, box 590, TIMES BRANCH OFFICE.

FOR SALE—A BEARING LEMON RANCH IN THE most attractive part of San Diego county, near Lakeside. Fine soil, abundance of water, orchard well cared for and full of fruit. There are 92 acres in the ranch; 25 in full bearing lemons; 20 in big eucalyptus trees, balance grain. The house is modern and well built; barn and outhouses. Complete equipment of tools. This place would be cheap at $80,000. I offer it at $55,000 on easy terms.

HENRY A. GREENE,
Dealer in Farm Land,
522 Story Bldg.

FOR SALE—OR EXCHANGE—WITH OR WITHOUT stock, dandy 2-acre ranch at Bellflower, one acre in bearing fruit, plenty of water; value $3000. Prefer auto in $1500 and some cash. Address S, box 152, TIMES OFFICE.

FOR SALE—200-ACRE RANCH WITH ARTESIAN water for irrigation. Rich land, will grow anything. Alfalfa growing crops fifteen July 1st. Fine for grazing. See W. N. PERRY, 1931 N. Broadway.

FOR SALE—
Country Property.

FOR SALE—STOCK RANCH, $150,000. 7000 acres, open range timbered. Three sets ranch buildings, nine large barns. 6500 acres newly fenced, half hog tight. 600 acres bottom land. 150 of which in alfalfa with abundance water for irrigating. 2000 acres vineyard and fruit land, bearing orchards to prove same. Running water in all fields. Two natural sites for summer resorts with the springs of sulphur, soda and other minerals that have made Lake county famous. No agents. Address E. J. MAHONEY, 3019 Front st., San Diego, Cal.

FOR SALE—
AN A-1 INVESTMENT.
Choice subdivision of 935 acres adjoining Merced. All subdivided and data secured. Best of soil, water and location. Will offer this tract to any reliable party for 5 per cent. down and no other payment for 3 years, except 6 per cent. interest. Balance of payments can be arranged to suit. Address L, box 185, TIMES OFFICE.

FOR SALE—10 ACRES FOOTHILL FRUIT LAND, only $125 per acre; $100 cash and $10 per month; plenty water, only 63 miles southeast of Los Angeles; one mile to R.R. station and boulevard; here is an opportunity to invest your money where there is absolutely no chance to lose, and sure to double in less than two years. PRENT BURTON, 930 Merchants Nat'l Bank Bldg., Sixth and Spring sts.

FOR SALE—OR RENT—100 ACRES LEVEL LAND, 2½ miles from Fraser, Tulare county. Good water right. Fenced. House, barn, blacksmith shop, chicken houses, etc. Part checked for alfalfa, some trees, etc. Rent $550 per year. Price $3750 a year. Will go to property Jan. 4. W. J. BENNETT. Phone Main 5281, P. O. box 1.

FOR SALE—2½ ACRES WITHIN THE CITY LIMits of Orange, with modern home, all set to fruit. Will sell whole or part and give attractive terms. Beautiful location; excellent investment as property must ultimately become city lots. KINGSBURY, 621 S. Spring st., 2nd floor, Realty Board Bldg. Home 60687. Main 6160.

FOR SALE—SOUTHERN CALIFORNIA—
IRRIGATED LAND.
10 acres, irrigated, near city of Riverside; all deep rich, level loam, fine garden soil, guaranteed absolutely free from alkali, rocks or hardpan; water already developed; fronts on main boulevard; all conveniences, including small electric power unit and electric power; will make ideal fruit and poultry ranch; for quick sale only $1250 per acre; terms.
JOHN W. THOMAS,
F8282. 631 San Fernando Bldg. Main 8210.

FOR SALE—SOUTHERN PACIFIC LANDS NEAR Lancaster, Rosamond, Palmdale, Neenach, Mojodoc, in Los Angeles and Kern counties. Prices $10 to $40 per acre. One-tenth cash and ten years time. Alfalfa, fruit, vegetables and grain. For information call on SOUTHERN PACIFIC LAND AGENCY, 410 Grosse Bldg., corner Sixth and Spring sts., Los Angeles, Cal.

FOR SALE—
A BELGIAN COLONIZATION TRACT of 250,000 acres of good soil level land; cheap water, near large city, railroad, at $25 per acre, 10 yearly payments. See me at once. G. H. BARLOW, 111 S. Broadway.

FOR SALE—SUNNY STANISLAUS ALFALFA RANCH. 49½ acres, 20 acres in alfalfa, 15 acres checked ready to sow, 7½ acres in oats. Fine 5-room modern bungalow, new, 107-ft. barn, chicken house, farming tools, gravity water, plenty of it. Land owns water. Bargain at price—$10,000. $2000 cash. OWNER, box 404, Oakdale, Cal.

FOR SALE—
Don't forget it is time to buy Hens been land; no other farming pays the same profit; I have some of the best proven Hens here land in Ventura county, cheap and on easy terms.
MR. SAGER, of MONARCH REALTY CO.
P4744. 623 S. Spring st. Main 3528.

FOR SALE—
ALMONDS. ALMONDS. ALMONDS.
Fine almond ranch in connection with elegant country home, 20 acres in almonds, 7 acres in alfalfa, 2 acres eucalyptus grove, 2½ miles from here, this is a fine income property, price $15,000 and good terms. SOUTH & SMITHERS, Ripon, Cal.

FOR SALE—FINE RANCH 5 MILES FROM PRESno, on street railroad, near two steam roads, regularly improved. The best subdivision proposition you can find. Prices right.
10 a.m. ROOM 116. 228 WEST 2ND ST.

FOR SALE—BEST LEVEL LAND IN STATE, ONLY $15 to $50 per acre. Artesian district, near city and town. Very best fruit and alfalfa lands. See my list of bargains in real estate established 1901. References, any one. MISS NELL McCREA, 207 Delta Bldg.

FOR SALE—SNAP—
10-acre WALNUT GROVE, close in, some improvements; plenty water; price $7500; $2000 cash, balance time, 7 per cent.
MR. SAGER, of MONARCH REALTY CO.
P4744. 623 S. Spring st. Main 3528.

FOR SALE—7 ACRES, BEAUTIFULLY LOCATED between city and Redondo, unimproved, on boulevard. $600 per acre, $2000 cash, balance can run 9 years at 7 per cent. Owner, BITTLESTON, 217 Delta Bldg.

FOR SALE—WHERE FROST NEVER INJURES; fertile soil, where olive, peach, pear, apricot and grape land, half mile south of Fallbrook, in famous San Diego county. Worth $9000, based on surrounding values. Will take $3000 cash. R. V. ALEXANDER, Fallbrook.

FOR SALE—160 ACRES IN SAN BERNARDINO county. Fenced and seeded. For $2000, with $500 cash, balance in 12 months. Address P. O. BOX 821, Bakersfield, Cal.

FOR SALE—325 ACRES IN IMPERIAL VALLEY, under ditch, 160 acres leveled and bordered, $25 per acre; wheat, first crop goes to buyer. Address SAN JOSE SAFE DEPOSIT BANK, San Jose, Cal.

FOR SALE—LARGE HOUSE, 1½ ACRES, ALL kinds shrubbery, at Sierra Madre, elevation 1200 feet, near Carter hotel site. CHAS. F. PALMER, 823 Security. P6624.

FOR SALE—5-ACRE WALNUT RANCH, NEAR Whittier, $4000, agents. WM. ROBINSON, R. R. 1, box 1041, Downey, Calif.

FOR SALE—17-ACRE WALNUT ORCHARD, WHITtier district, close in. For particulars address OWNER, R.R. No. 1, Box 33C, Puente, Cal.

Mexico.

FOR SALE—IF YOU CAN BUY THE CREAM OF Colorado River lands, every acre level, irrigable, for one-fifth the price of the lowest surrounding lands, with small payment down and 6 years for deferred; guaranteed perfect title; convenient to you by ITS THE OPPORTUNITY! See MR. BOWLING, 620-21 Chamber of Commerce Bldg.

Redlands.

FOR EXCHANGE—OR SALE—20 ROOMS BRICK flat building at Redlands. Will consider Los Angeles acreage or realty. Address C, box 826, TIMES BRANCH OFFICE.

Riverside.

FOR EXCHANGE—IF YOU WANT TO START THE new year right by getting back to the land, write for information about a fully equipped, 20-acre alfalfa ranch which we have for exchange for L. A. or suburban property.
MEAD-GILLILAND REALTY CO., Riverside, Cal.

Santa Cruz.

FOR SALE—RANCHES, HOMES, ACRES. FREE list. WILSON BROS., Santa Cruz, Cal.

SAN JOAQUIN VALLEY—

FOR SALE—1440 ACRES LAKE TULARE LANDS in Kings county, Cal.; no better land in the state. Ditch water right secured only to 100 acres; over 80 acres leveled and over 20 acres cropped this season on this lake land; now rented for this next season; the owner's one-fifth to be delivered at railroad warehouse, about sixteen miles from land, no expense to him. The owner's share on some of this land last season was over $8 per acre. A good investment for a non-resident. First $1400 cash, clear of all incumbrance. The price is only $40 per acre, one-half cash, one-quarter when next crop is harvested, and one-quarter two years, at 6 per cent, or will sell for $32 all cash and reserve the next crop. Best buy on the market. Can sell in tracts of 80 acres and up at slightly varying prices; can trade 400 acres for a good dairy ranch on main line, between Los Angeles and Fresno. Or for the whole 1440 acres can take part in same or other good Southern California real property. Give particulars of your land first letter, location, size, improvements, cash price, amount incumbrance, if any; rate and when due. T. S. TOMPKINS, part owner, 116 E. Fifteenth st.

FOR SALE—FOR $15 CASH, THENCE $15 MONTHly; no interest. I can offer you the best five-acre tract of irrigated fruit land in the Porterville-Lindsay district, Tulare county. Ten acres, $25 cash $25 monthly; price $200 per acre with water. Call to see orchard plows or communicate with ALBERT PERKINS, 628 Van Nuys Bldg. Phone 67858.

FOR SALE—THREE BARGAINS. 80 TO 320 acres near S. P. Ry., Fresno county, $25 acre. This land is level, deep, rich loam, very productive, easily cultivated. No alkali or hardpan. Your opportunity. We leave for land Saturday night, Jan. 8. Phones—579023 and 57632. E. P. GRAY, 1445 Morningside, Hollywood.

FOR SALE—BY OWNER.
10 sections of rich, level farming land in Fresno county, $22.50 per acre; easy terms. Apply to M. W. MUTTER, 815 Fourth bldg., Fresno, Cal.

IMPERIAL VALLEY—

FOR SALE—OR EXCHANGE.
Imperial Valley, the greatest irrigated valley in the world. Abundance of cheap water wherever you want it. We have farmed in the valley for 7 years and can give reliable information on all sections.
We have 40, 80, 120, 160-acre tracts to exchange. Also 40 to 160 acres for sale at $65 an acre on 20-year corn terms.
IMPERIAL REALTY CO.,
523 Security Bldg. F7276.

FOR SALE—CHOICE 160-ACRE RELINQUISHMENT 2 miles east of Calipatria. Price $45. Adjoining lands held at $100 per acre.
ROY L. IRWIN, 419 Security Bldg.
A1620. Bdwy. 2950.

FOR EXCHANGE—$7000, 40 ACRES, NEAR MELOland, part in alfalfa, give immediate possession; will take auto and lots or bungalow and give long time, easy terms. OWNER, 601 Van Nuys Bldg. A4149. Broadway 769.

IF YOU WANT TO BUY, SELL OR EXCHANGE IN Imperial Valley, write IMPERIAL LAND AND DEVELOPMENT CO., Niland, Cal.

COACHELLA VALLEY—

FOR SALE—10-ACRE RANCHOS IN NEW SUBDIvision adjacent railroad; level, good soil, close to water, $50 per acre. Long time, immediate possession, years to pay. Pay $50 cash and take possession, balance less than house rent monthly. CHAS. R. PRICE, Subdivider, 415 Van Nuys Bldg.

GOVERNMENT LAND—

FOR SALE—RELINQUISHMENT 1-4 SECTION choice Victor Valley land. Address C, box 590, TIMES BRANCH OFFICE.

GOVERNMENT LAND, SPECIAL BARGAIN IN school land. 304 W. NINTH ST.

GOVERNMENT LAND—

FOR SALE—50 CENTS AN ACRE.
Three choice desert entries, just surveyed, proven, water at 20 feet. Also 40 acres, river bottom land, water at 10 feet. 80-acre relinquishment, river bottom land, with well, all close to Los Angeles, and on or near railroad. See BURNS, at 6034 E. Seventh st., Hotel Roanoke.

FOR SALE—160-ACRE RELINQUISHMENT IN Imperial Valley. Suitable for all kinds of farming, raising hogs, cattle, turkeys. Plenty water. If you want land this will suit you. $2000 cash, no trades. H. W. BECKER, 465 Hartford ave. Phone Main 3850.

FOR SALE—RELINQUISHMENT OF 160 ACRES good level land in the Imperial Valley, ½ mile from R. R. 1 mile from State highway. Abundance of water at 20 ft. $3 per acre. P. O. BOX 82, Dixieland, Cal.

GOVERNMENT LAND FILINGS, VERY BEST SOIL, choice locations, plenty water. MISS McCREA, 207 Delta Bldg.

FOR SALE—OR TRADE—RELINQUISHMENT 80 acres, Antelope Valley. Address C, box 302, TIMES BRANCH OFFICE.

ORANGE AND LEMON GROVES—
For Sale, Exchange, Wanted.

FOR SALE—
The best time to buy orange groves is NOW, while the season's crop is still on the trees. Here are citrus groves which, for certain reasons must be sold at once and are therefore offered at astonishingly low sacrifice prices.
$21,500—Mortgage $12,250. Under ordinary conditions this grove should sell readily for $30,000, but the owner is simply forced to sell immediately. 10 acres, splendidly located, near the foothills. Fronts the main valley boulevard. 20-year-old trees, fine condition, recently fumigated. Well irrigated. Crop estimate 4000 boxes. Grove good for 8000 boxes. Elegant modern improvements costing $2500 2 years ago.
Biggest snap in an orange grove in Southern California. Solid to Valencias. The price will be about cut in two. Instead of $150,000, the amount which this grove has cost the owner, will deliver for $70,000. Mortgage $22,500. Why this sacrifice? The owner will be 80 years old next birthday and wants to close up his earthly affairs at once. Cash and good secured notes buy the equity in the property. No exchange. A-1 location. Independent packing plant. Teams and equipment included.
$22,000—10-acre lemon grove, mostly full bearing. Best lemon locality. Fine condition, very heavy crop. Big income producer. Have previous annual packing-house receipts. Owner ill, wants immediate sale.
$10,500—5-acre orange grove, 2500 boxes oranges. House, barn.
$15,000—14-acre orange grove, good condition, fine crop.
$11,000—12 acres, mostly 20-year-old trees. Good crop. 7-room house, barn. Owner nonresident, anxious to sell. Very low price.
$27,000—37 acres, fine Pomona Valley country home at a bargain. 17 acres in 6-year-old soft-shell walnuts. Fine, large, uniform trees, excellent condition. 13 acres in alfalfa, good stand. 5-acre eucalyptus grove, good-sized trees. Interest in pumping plant. Two sets of buildings. Rich loam soil. Property has never changed hands. Owner retiring.
$4000—Close-in 2-acre fruit and poultry ranch at Pomona. Improved, modern 6-room bungalow, barn.
Several good buys in Pomona income business property. Best location. Homeseekers, come and see me.

J. A. FITCH,
Pomona.
Brady Bldg., over Wright Bros. & Rice's furniture store.

FOR SALE—

FROST UNKNOWN.
No Smudge Pots.

The cream of opportunities to provide for yourself and family a big yearly income. Lemons 5 times more profitable than oranges.
Write us today and we will tell you by return mail how to invest a few dollars. Easy terms in a co-operative lemon farm that as a dividend payer will beat the world. Let us tell you how. Only 996 acres. Free water, gravity flow. Positively above frost line. No smudge pots. We plant and do all the work. No taxes for ten years after. You draw yearly dividends. Farm producing good income today. Bank references furnished. Write us immediately.
CANYON SPRINGS RANCH COMPANY,
Frederick Gilbert, Mgr.
Etiwanda, Cal.

FOR SALE—

TORRA LINDA.

5 ACRES, $300 AN ACRE

In famous frostless orange and lemon district, surrounded by over 1200 acres of young groves. Fine soil, water and all city conveniences. Only place of this remarkable price. Easy terms. See C. W. Jones, with

JANSS INVESTMENT CO.,
611-612 South Hill st.
Home 10045. Phones. Bdwy. 2468.

FOR SALE—OR EXCHANGE—$46,000.
20 acres of Golden Dollars, one-half Eureka lemons, rear half Valencia oranges. The trees are in the best of condition, with heavy crop of fruit. Fine 10-room residence, garage, large barn with stock and implements. Beautiful grounds, ornamental gardens and palm lined driveway. Location in the famous Corina district on the good roads boulevard.
An opportunity to exchange for a grove of this character is seldom offered. Submit clear Los Angeles or Oakland business property to $40,000.
P. J. HUMMEL & CO., 423 Central Bldg.
P5864; Main 8561.

FOR SALE—
In San Bernardino county, 25 acres full-bearing oranges, 10 acres full-bearing lemons, 15 acres grapes, 10 acres improved, sandy loam, surplus water, underground cement pipes, modern 6-room house, barn, fruit house, curb, gutter and State highway, etc. $10,000 crop on trees. Pacific Electric one-half mile; abundance of water; convenient to church and school. Will accept some exchange and mortgage for $15,000 to $25,000 on ranch and balance cash.
J. B. SEXTON, 532 Byrne Bldg.

WANTED—ORANGE, LEMON OR WALNUT GROVE in good section. Must be in good condition. Will pay for grove with first-class clear property in Cost city having over 250,000 population. Can handle any honest deal from $10,000 to $50,000. No agents. Address E.A., box 445, TIMES BRANCH OFFICE.

FOR SALE—OWNERS OFFER EXCEPTIONAL BARgain in 40-acre orange and lemon grove near Glendora, on Foothill blvd. 20 acres in oranges and 20 in lemons, all bearing trees. Quick buyer can take possession at price now below cost. Terms if desired. Address S, box 196, TIMES OFFICE.

FOR SALE—EXCEPTIONAL OPPORTUNITY. WIDow with limited estate offers third share in finest 15-acre young lemon grove in California, frostless foothill district, for $250 down, same amount quarterly for two years; reasonable time and terms. Address OP, box 548, TIMES BRANCH OFFICE.

FOR SALE—$15,000, 10-ACRE ORANGE RANCH, situated in Magnolia district, Riverside; all bearing, in excellent condition; electric car line in front of place; place has home and barn; gas and electric light; price includes all implements and equipment; this is a snap. CARL APPEL, Arlington, Riverside, Cal.

FOR SALE—SEE US FOR BEST BUYS IN ORANGE and lemon groves in best districts; Upland, Redlands, San Dimas, La Verne and Charter Oak. A few good walnut and alfalfa propositions. Can match first-class exchanges.
SAN DIMAS REAL ESTATE COMPANY,
SAN DIMAS, CAL.

FOR SALE—
10 acres navels and oats, full bearing, about $1000 crop on trees now, 10 shares water. THIS IS A SNAP. Price $6000, clear. $3500 cash, balance 7 per cent.
MR. SAGER of MONARCH REALTY CO.
P4744. 623 S. SPRING ST. Main 3528.

FOR SALE—OR EXCHANGE—CHOICE ORANGE, lemon or walnut groves properly for sale or exchange for the best locations. FRANK L. FRARY, 411 Van Nuys Bldg.

FOR EXCHANGE—10-ACRE ORANGE AND OLIVE grove, 10 acres vacant, 6 years old, near Lindsay. Price $12,000. Want Los Angeles.
ROY L. IRWIN, 419 Security Bldg.
A1620; Bdwy. 2950.

FOR SALE—10-ACRE ORANGE GROVE IN TULARE county, at a bargain. Would consider working interest in a good paying business part payment. Address C, box 532, TIMES BRANCH OFFICE.

FOR SALE—
Poultry Ranches.

FOR SALE—EQUIPPED TURKEY RANCH IN IMperial Valley, furnished on shares to experienced poultry man and wife. Capacity 2000 turkeys. Also chick and pheasant farm. Hollywood, or shares. State past experience. Address R, box 139, TIMES OFFICE.

FOR SALE—5-ACRE CHICKEN RANCH, WITH house, chicken pens, etc., with 700 chickens. Land alone is worth $4000. Will sell complete for $4500, terms. I have other good buys. See MR. GOFF, 455 S. Hill. Main 1460; A4275.

FOR SALE—FINE 5-ACRE CHICKEN RANCH, SAN Fernando Valley, cozy 5-room modern bungalow, hot and cold water, near transportation, 400 chickens, runs enough for 2000, price including chickens $4500. Will give good terms. COLLINS, 529 Merchants Trust Bldg.

FOR SALE—CHICKEN RANCH, CHEAP. 1 OR 2 acres in bearing peaches, brought $158 last season; has 4-room house, only 8 miles beyond Hollywood. $2600, part cash. REED, owner, 1322 Warren st. Boyle 2979.

FOR SALE—ACRE CHICKEN FARM; MODERN BUNgalow and chicken-houses built to your plans; $2200; $600 cash. WILLARD BALZ, Ontario.

HOTELS, ROOMING HOUSES—
For Sale, Exchange, Lease, Wanted.

FOR SALE—FURNITURE AND LEASE TO ROOMS, apartments, all full, $7500. Terms, on part, or secured paper taken. See OWNER, 624 I. W. Hellman Bldg.

FOR SALE—LEASE OF RIVERSIDE HOTEL AT Riverside, occupying block between Salt Lake and Santa Fe station. Kitchen, dining-room, forty bet rooms, all furnished. Price $4000.

FOR SALE—HOTEL ROCHESTER, ORANGE, CAL. For sale, lease or exchange. W. B. WETHERBEE, Orange, Cal.

FOR EXCHANGE — 21-ROOM ROOMING-HOUSE, well furnished, $1400, clear; will exchange for house and lot. See owner at 120 W. FIRST ST.

FOR SALE — 28-ROOM HOTEL; PARTY MUST leave city; will accept $1000 cash, balance mortgage. 521½ S. MAIN. Phone South 1063.

FOR SALE—ROOMING-HOUSE, 22 ROOMS, REAsonable price. 1022 SO. FLOWER.

HOTELS, ROOMING HOUSES—
For Sale, Exchange, Lease, Wanted.

FOR SALE—
SPECIAL ROOMING-HOUSE BARGAINS.
12 Rooms, $225; Rent $35.
Beautiful home place, just off Broadway, downtown, sacrifice.
12 Rooms, $350; $200 down.
Centrally located, walking distance, southwest of Hamburger's store.
Transient House, $450; $250 down.
Light outside rooms, brick buildings, located near Bullock's.
21 Rooms, $650; Rent $90.
Right on Broadway, downtown. Steady and transient trade.
17 Rooms, $800; Terms.
Fifth-street location. Secures large depot transient trade.
23 Rooms, $2250.
Beautifully furnished hotel. Brick building. Fine entrance. Hot cold water. Same management four years. Near Harborview.
42 Rooms, $2800; Terms.
Downtown brick hotel. Rent $120. Lease 1917. Bargain.
35 Rooms, $3500.
This is a 35-room hotel, right in center of city, with free rent (10 rooms sublet and pays rent.) Brick building, extra well furnished.
75-Room Hotel, $3800.
Beautiful white brick building, near Central Park. All outside rooms; running water. Same owner six years.
Every place advertised personally investigated.
THE BELL CO.,
Hotel and Restaurant Brokers,
P7184. 103½ So. Broadway. Main 7596.

FOR SALE—OR EXCHANGE—14 ROOMS, NEAR Fifth-st. Depot; apartments and rooms; reasonable rent; owner-maker. See it. Must sell.
62 rooms, corner, clears $200—$6000.
Corner, 36 rooms, right downtown, cash and payments; clears $150. Big income.
1200 hotels, stores, apartment-houses, all sizes and prices; 10,000 exchanges.
H. C. DECKER, 442½ S. Broadway, corner Fifth.

FOR SALE—OR EXCHANGE—50-ROOM HOTEL; hot and cold water in every room, practically new furniture. Will exchange for acreage or business lots. This is a dandy little hotel, but I am positively going to cut rid of it on account of ill-health. Call at 531 SAN JULIAN. 92469.

FOR SALE—T-ROOM FLAT; ALL ROOMS RENTED; near Hamburger's; $40 rent; Moquet carpets, upholstered oak furniture; cost $710; will take $350; leasing city. See this beautiful flat. Call Saturday, 1004 S. MAIN ST. Main 6262.

FOR SALE—ROOMING-HOUSE OF 24 ROOMS; clean rent and lease, a money maker. Good location. Reason for selling, have bought a ranch. Apply to OWNER, 148 N. Fair Oaks ave., Pasadena. Cal.

FOR SALE—IF YOU LIKE CLOSE-IN HOMELIKE place investigate this rooming-house; 27 rooms; 2½ blocks west of Broadway; clears $85 month. If you've got cash I'll give you bargain. Owner, 815 OLIVE. Room 1.

FOR SALE — 18 ROOMS NEAR ROSLIN HOTEL; cheap rent; long lease; one floor; price $1000; $400 cash, easy payments on balance; will take real estate part payment. 1004 S. MAIN ST. Main 6262.

FOR SALE—BIG SNAP; 12-ROOM ROOMING-HOUSE, close in, comfortably furnished; rent $35 month. Price $200. 2 blocks west of Broadway. 815 OLIVE. Room 1.

FOR SALE—25-ROOM MODERN ROOMING-HOUSE; walking distance, good transient business. Call F3067.

FOR SALE—BARGAIN. BOARDING-HOUSE, 25 rooms, all occupied, 6 blocks from Hamburger's, on West 8th st. Good location. Address C, box 466, TIMES BRANCH OFFICE.

APARTMENT HOUSES—
For Sale, Exchange, Lease, Wanted.

FOR SALE—APARTMENT-HOUSE.
40 rooms, 2 and 3-room suites, located near the corner of Second and Olive. Rent very reasonable, Long lease. This house is modern and well furnished. Owing to recent death in family furniture and lease can be had for $1500, which is a sacrifice.

Apply M. J. NOLAN.
228 West Second st.

FOR EXCHANGE—WANT BUNGALOW—
37-room apartment, west of Main street, fine building, nearly new furniture. Filled to the brim. Net profit after all expenses are paid about $125 month. Eight-year lease at about $75.50 room. Price (sacrifice) only $3700. Mortgage $1150. Equity $2550. Want a bungalow in the west or southwest part. Submit for quick action. NORRIS & HARVEY, 502 Grant Bldg. Home A5827. Main 4217.

HAVE TWO DANDY INCOME APARTMENTS owned the same party. One is $85,000, with $18,000 mortgage; the other $16,500 with $7000 mortgage. The other is $35,000, mortgage $10,000, paying $8750 annual income. Want clear ranch or other close-in income. See both, E. L. MILLER, with HOLMES-WALTON CO., 508 Grant Bldg. A5010, Main 4500.

FOR EXCHANGE—Lease and furniture of one of the best apartment-houses in San Diego; a good lease and a good business close in and near exposition grounds; about $10,000. Will exchange for grove near Riverside, or Orange county.
E. L. KNODERLY, 840 B st., San Diego, Cal.

FOR SALE—
$4000 Cash. Worth $7500.
Furniture and 5-year lease
of up-to-date close-in apartment.
In first-class condition. From owner.
Address P, box 196, TIMES OFFICE.

FOR EXCHANGE—WANT NEW YORK PROPERTY in exchange for brand new apartment and two houses and lot, rent, $101.50, income nearly $400 per month, price $52,000 clear. E. L. MILLER, with HOLMES-WALTON CO., 507-508 Grant Bldg. A5010. Main 4500.

FOR EXCHANGE—HAVE BIG APARTMENT, FIG lot, close in heart of city. Income about $16,500 annually, clear. Will exchange for smaller income house, lands, fruit lease, curb, gutter and State highway, etc. $10,000 crop on trees. Pacific Electric one-half mile; abundance of water; convenient to church and school. Will accept some exchange and mortgage for $15,000 to $25,000 on ranch and balance cash.
J. B. SEXTON, 532 Byrne Bldg.

WANTED—ORANGE, LEMON OR WALNUT GROVE in good section. Must be in good condition. Will pay for grove with first-class clear property in Cost city having over 250,000 population. Can handle any honest deal from $10,000 to $50,000. No agents. Address E.A., box 445, TIMES BRANCH OFFICE.

FOR SALE—OWNERS OFFER EXCEPTIONAL BARgain in 40-acre orange and lemon grove near Glendora, on Foothill blvd. 20 acres in oranges and 20 in lemons, all bearing trees. Quick buyer can take possession at price now below cost. Terms if desired. Address S, box 196, TIMES OFFICE.

FOR SALE—EXCEPTIONAL OPPORTUNITY. WIDow with limited estate offers third share in finest 15-acre young lemon grove in California, frostless foothill district, for $250 down, same amount quarterly for two years; reasonable time and terms. Address OP, box 548, TIMES BRANCH OFFICE.

FOR SALE—$15,000, 10-ACRE ORANGE RANCH, situated in Magnolia district, Riverside; all bearing, in excellent condition; electric car line in front of place; place has home and barn; gas and electric light; price includes all implements and equipment; this is a snap. CARL APPEL, Arlington, Riverside, Cal.

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SAN DIMAS REAL ESTATE COMPANY,
SAN DIMAS, CAL.

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MR. SAGER of MONARCH REALTY CO.
P4744. 623 S. SPRING ST. Main 3528.

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ROY L. IRWIN, 419 Security Bldg.
A1620; Bdwy. 2950.

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FOR SALE—CHICKEN RANCH, CHEAP. 1 OR 2 acres in bearing peaches, brought $158 last season; has 4-room house, only 8 miles beyond Hollywood. $2600, part cash.

Classified Liners.

FOR EXCHANGE—
Real Estate, Miscellaneous.

FOR EXCHANGE—$55,000. MORTGAGE $12,000. 460 acres fine land, Fresno county, running water, no irrigation required. Fine for apples or stock ranch.

$12,000—640 acres San Bernardino county, $12,500. Mortgage $3000, 5 large lots; also about 70x200, near Santa Monica. Just off Wilshire boulevard.

$6000—160 acres Antelope Valley, improved with new house, furnished. Will exchange separate or all together. Want hotel property or improved stock ranch stocked. Must have running water. I am alone and cannot handle these properties. MRS. S. S. PHELPS, P. O. box 1785, Los Angeles.

FOR EXCHANGE—HAVE YOU A NUMBER OF properties you wish to convert into a single holding? My client owns a $32,000 equity in close-in gilt-edge business property; nominal improvements worth $60,000; will consider several smaller properties for it. Southern California or eastern. JOHN W. THOMSON, 631 San Fernando Bldg. F3232. Main 8216.

FOR EXCHANGE—280 ACRES OR ANY PART AT $100 an acre, Tulare Co.; level sediment land, 3 miles from railroad; take half or more in clear income. Consider eastern. OWNER, 624 I. W. Hellman Bldg.

FOR EXCHANGE—
CALIFORNIA FOR EASTERN.
Properties from $5000 to $1,000,000.
HORACE G. HAMILTON and HARRY B. GOODMAN, 646-8-7 Title Insurance Bldg., Fifth and Spring sts.

FOR EXCHANGE — WRITE ALLEN CROSBY, Pasadena Park, Los Angeles, Cal., on any exchange, or lease bargain in Los Angeles, Cal., or suburban acreage.

FOR EXCHANGE — COME IN, WE HAVE FOUR live exchanges now on the spot.
ARMSTRONG REALTY CO. (Inc.)
317 Story Bldg.

FOR EXCHANGE—CALIFORNIA PROPERTY FOR eastern property, anywhere. Write I. H. ZINGE-MASTER, "Eastern Exchanges a Specialty," 514 Story Bldg.

FOR EXCHANGE—FOR SQUARE DEALING, REAL-able information and correct values, let with HERBERT LAPHAM, 429 Merchants' Bank Bldg. Main 6805, F7444.

FOR EXCHANGE — LARGE $6000 RESIDENCE IN prosperous Wisconsin town for property here. 455 LUCAS AVE.

BUSINESS INVESTMENTS—

FOR SALE—

"A" SECURED INVESTMENT

Don't bury your money or risk it in some wildcat scheme without any security. Let us submit to your watchword. Investigate everything—and then come and investigate our manufacturing industry that represents the fourth largest business in the United States, where others have made as high as 1000 per cent, and more, where thirty millionaires have been made in the past few years. If you have $1000 to $10,000 that you want to double and redouble quickly, and at the same time have ample security for your investment—where you can eliminate the usual great risk—where you can obtain dividends equal to many large amounts, see me at once and make a thorough investigation. You will find determined, responsible men who have put thousands of dollars of their own money behind it, and you will find success beating it square in the face. F. L. MILLER, with HOLMES-WALTON CO., 607-608-609 Grant Bldg.

THE OWNERS OF ONE OF THE OLDEST, STRONGest and most reputable real estate and investment businesses in Los Angeles wish to retire from active management. The concern owns and controls more than a million dollars' worth of choice real estate, easily sold, medium priced residence property, homes and lots in the city and suburbs.

They wish to negotiate with the live firm, or salesagency of established reputation and integrity, the assignment of a very highly equipped office and lease, and the sale and handling of their securities on a commission or part profit basis. The undertaking would require expenditure of approximately $10,000 per month for progressive advertising and expenses, but would return several times this amount. Inquiries must include full information, personal and bank references to receive answer. Address E, box 450, TIMES BRANCH OFFICE.

BUSINESS CHANCES—
Of Many Kinds Unclassified.

FOR EXCHANGE—OR SALE—THE LEADING transfer, truck and warehouse business in a city of over 50,000, in California, paying $3000 a month. Established over 25 years. Will show books. Will stand closest investigation. Price $40,000. Will accept good ranch. IMPERIAL REALTY CO., 523 Security Bldg. F7278.

FOR SALE—A SALOON DOING BUSINESS AT present $1000 per week; 2 years old; $11,000. Also a shoe factory and repair shop, well established, doing $2000 per year. Price $1450, both businesses in Imperial Valley; an excellent money-making investments. For further information address VN, box 156, TIMES OFFICE.

SEED AND POULTRY SUPPLY STORE IN LOS Angeles for sale. Good, growing business; central location; no opposition. Price about $10,000, according to inventory. Or will sell half interest and good seed man will stay with it. Address OWNER, 705 South Grand avenue, Los Angeles, Cal.

GOOD GROCERY BUSINESS NEAR WASHINGTON and Vermont; sales $75 to $85 per day. Rent $30, including delivery and complete stock. $4000. For sale, or might trade for high-class Imperial Valley. E. A. MILLER, with HOLMES-WALTON COMPANY, A3019. Main 4590. 508 Grant Bldg.

HIGH-CLASS SUBURBAN CONFECTIONERY CLEARing between $200 and $250 per month; $4000. Part cash balance easy. Swell, modern equipment and fixtures. 75 lunches daily besides regular business. Well established. Everything swell. Don't pass this by. Actually worth $7500. F. L. MILLER, with HOLMES-WALTON COMPANY, 508 Grant Bldg. A3019. Main 4590.

FOR SALE—NEW ELECTRIC POPCORN MACHINES for stores and stands. Made of white porcelain and plate glass, with nickel trimmings. Latest German silver trimmings. Lettered with gold leaf. Wonderfully attractive. Everybody your cash customer. Catalogue free. INGBERT, 800 West 16th street.

GENERAL MERCHANDISE IN TOWN OF 7000, fifty miles east. Well established and paying. Will take $15,000 cash and balance in clear real estate. Inventory about $5000. Cheap rent. We also have restaurants, groceries, hotels, etc., in city and country for sale and trade.
ANCHOR INV. CO., 703 Delta Bldg.

DELICATESSEN AND FINE GROCERIES.
Good stock. Large and paying cash trade. Price $600—bargain.
POOLROOM, 5 tables, cheap rent, making money; grand bargain; must sell; see it; make offer.
H. C. DECKER, 4824½ So. BROADWAY.

DRUG STORE FOR SALE—ONE OF THE BEST paying stores in city; must be sold on account of sickness. If you have about $6000 to put into a good paying two-man store, call up 10819 for appointment. No agents and no commission.

FOR SALE—GARAGE AND MACHINE SHOP, WEST side, good location, good lease, cheap rent; storage for 50 cars; first-class equipment; established 7 years; selling city. Price $2500; am going to sell. Inquire on premises. Owner. Give telephone number. Address C, box 24, BRANCH OFFICE.

MUST HAVE PARTNER, MALE OR FEMALE, only hustlers need apply. Theater for sale cheap, some bargains see me. Want furnished houses and bungalows. List your business and property with us for quick results. NATIONAL AGENCY, 502 Lankershim Bldg.

FOR SALE—STOCK IN ONE OF THE BEST WHOLEsale electric supply houses in the city; the only one has ever been sold. I need $5000. Will sell below value if sold before March 15, 1915, or will sell 50 per cent interest. Address C, box 452, TIMES BRANCH OFFICE.

HAVE EXCELLENT LOCATION FOR SMALL BILliard room; low rent, long lease; small capital required. See MR. HILL or MR. BARTLETT, The BRUNSWICK-BALKE-COLLENDER CO., 321 E. 3rd st.

FOR SALE—POOL HALL AND TOBACCO AND CIgar stand in the busiest town of 7000 in Southern California; doing a business of $1200 a month. If you want a money-making business come and investigate this at once. Price is right. IMPERIAL REALTY CO., 523 Security Bldg.

OPPORTUNITY FOR A MECHANICALLY INCLINED man to secure a working interest in wonderful new valve for gas engines. Powerful, economy, simplicity, guarantee immediate results and returns. $6000 required. No trifles. 168-170 E. JEFFERSON ST.

FOR SALE—ONE OF THE BEST-PAYING FAMILY liquor stores (by last) in Oakland. Excellent location, long lease, reasonable rent. Licenses are transferred. Apply A. E. KAUL, 488 Seventh st., Oakland Cal.

PACIFIC COAST MANAGER WANTED BY PROMinent eastern manufacturing and importing concern to assume charge of established and profitable business here. See "Help Wanted, Investment Required."

FOR SALE — FULLY-EQUIPPED BUTCHER SHOP, bus. and land slaughtering pens. Cash business, $20 daily. $1200, one-half cash, balance time. F. E. HULL, Tipton, Tulare county, Cal.

FOR SALE—PHOTOGRAPH STUDIO, GOOD LOCAtion, established over 20 years, first-class outfit; will exchange for cottage; will stay and teach party thoroughly. F. C. DANDO, 819 S. Spring.

FOR SALE—HALF INTEREST OF FINE PAYING picture show, located on S. Main; make offer; owner is going to Frisco. COLLINS, 329 Merchants Trust Bldg.

FOR SALE—CORNER GROCERY, GOOD LEASE, living-rooms, all cash counter trade; clean stock, established 14 years; $900 will handle it. Address 2201 E. NINTH ST. Rent $20.

ATTENTION, PROMOTERS, LETS GET BUST ANT make a lot of money. I have a proposition that is a sure seller; part promotion commission of $100,000. D. L. ANTHONY, Chickasaw Hotel.

TO LET—
Garage and repair shop "in the heart of Olive st." will give a good party a splendid chance. Apply 1032 Olive st. A1940. Main 4590.

FOR SALE—NOW, EXCLUSIVE MILLINERY STORE, centrally located; with long lease; owner leaving city; must sell quickly. Address C, box 849, TIMES BRANCH OFFICE.

RENT IS A SNAP.
Corner grocery across from school, clean fresh stock, all cash trade; rent $25; 2 living-rooms. $300. Call 940 VAN NUYS BLDG.

SHORT AND LUNCH STAND, DOWNTOWN. A bargain for quick sale. Investigate this at once. $250. Call 940 VAN NUYS BLDG.

SHOE-REBUILDING OPENING (MANUFACTURING) for ambitious, honest person; small capital necessary; learn reasons. 202 GRANT BLDG.

MUST SACRIFICE, ON ACCOUNT OF SICKNESS, AN established business with splendid future, including auto. $300. Call 71807.

$50 LIBS—FINE OPPORTUNITY FOR A LIVEwire man. Corner store to rent for meat market or grocery. Address Box 206, TIMES OFFICE.

GROCERY, DOING $50 PER DAY, STOCK, FIXtures, horse and wagon, $1000 cash, retiring from business. 657 W. WASHINGTON.

BUSINESS CHANCES—
Of Many Kinds Unclassified.

PICTURE AND VAUDEVILLE THEATER
in Southern California.
If you are looking for a
picture or vaudeville theater
SEE RYAN.
I have every theater
in Southern California.
Price $250 to $50,000.
See my list.
I am the picture or vaudeville
theater salesman of Southern California.
SEE THE PIONEER CO.,
LEO RYAN, MANAGER.
The oldest broker in Southern California.
Rooming-houses, Apartment-houses,
Groceries, Confectionery, Cigar Stores,
Cafeterias, Restaurants, Auto Supplies or
Garages, Oil Stations or any kind of business.
Large or small. Nothing too large
or too small for us to handle.
We guarantee to protect the
buyer; if you are looking for
safe and sound business proposition, see us.
THE PIONEER CO., 417-18 L. A. Inv. Bldg.
See LEO RYAN, the broker that knows
the business and has 20 years' experience
in Southern California. See me, look over my list.
LEO RYAN, MANAGER.
THE PIONEER CO. 417-18 L. A. Inv. Bldg., 8th and Broadway.

CLINE & CROCKETT, 302½ S. BROADWAY. Choice Pico-Main Tracts. Clear Titles Guaranteed. Phones, Main 1780, F7120.

PERSONALLY INSPECTED New Year's Specials. Investigate these.
$100—LOCATES YOU IN FINE little restaurant. Bargain.
$200—GROCERY, LIVING-ROOMS, consider exchange and assume.
$400—CIGAR STAND, $350 STOCK. A steal at $700.
$250—TAKES POSSESSION THEATER. Price $1000. Consider exchange.
$175—PRIVATE PATROL business, pays $150 monthly. Trial.
$500—DELICACY, LIVING-ROOMS, fine equipment. Sacrifice sale.
$250—HANDLES CONFECTIONERY near school; easy terms. Hurry.
$900—GROCERY, living-rooms, nice location, good business, right for man and wife, kind you like.
$1500—HANDLES GROCERY, MARKET, southwest, $100 daily, discount stock, terms on fixtures. Large interest compels sale.
LUNCH COUNTER, receipts $140 daily, fine location, fully equipped, $2500, terms. Here is a money-maker. Investigate.
See CLINE & CROCKETT, 302½ S. Broadway, for special bargains. Hundreds bona-fide propositions to choose from.

RESTAURANTS AND CONFECTIONERIES.
$175.
Restaurant with 2 living-rooms. Must sell immediately.
Restaurant, $350.
Elegant modern equipment, old-established trade. Close in.
Lunch Counter, $550.
Heavy traveled street, centrally located, southwest. Great bargain.
Restaurant $800.
Horseshoe counter, seating 50; open day and night; large oil burner range; receipts $50 daily guaranteed.
Confectionery, $350.
Large, well equipped fountain, heavy traveled street, near center city; making good money; rent $40, large.
Ice Cream Parlor.
Monthly income $1744.41; rent $45; lease 1918; clearing $8000 last 2 years. Price $8250, easy terms.
THE BELL COMPANY,
Hote' and Restaurant Brokers,
705½ S. Broadway. Main 7590.

WANTED—ACTIVE PARTY TO TAKE WORKING interest in established business; $2500 required, which will be fully secured for high class real estate; fast selling, real estate not solicited; this is a high class proposition showing large profits; good salary to start with. Call Room 522 STIMSON BLDG.

WANTED—A RESPONSIBLE CONCERN WHICH IS financially responsible and has the best of bank references wishes to get in touch with an equally responsible party who would like to place a few thousand dollars on high-grade security, which is better than first mortgages, and the money can be turned back in short time if desired by responsible. Principal will be absolutely satisfactory, and should net investor about 50 per cent. No chances whatsoever taken, as money will be more than doubly secured and loan can be called any time. For further information address VN, box 156, TIMES OFFICE.

START THE NEW YEAR RIGHT—
Have you $1000 to $5000 or more that you would like to double and redouble in the next 12 to 18 months? Do you want your investments amply secured, and be associated with high-class, responsible, successful men? Would you like to make from $500 to $750 per month or more, besides your investment with these men? I handle only the good kind, for you, and have money for you to make on other fellow, and it should prove to your best interests to see me. E. L. MILLER, 508 Grant Bldg.

HIGH-CLASS SUBURBAN CONFECTIONERY CLEARing between $200 and $250 per month; $4000. Part cash balance easy. Swell, modern equipment and fixtures. 75 lunches daily besides regular business. Well established. Everything swell. Don't pass this by. Actually worth $7500. F. L. MILLER, with HOLMES-WALTON COMPANY, 508 Grant Bldg. A3019. Main 4590.

FOR SALE—WHOLE OR PART INTEREST IN well-established and growing farm paper; with management if desired; large subscription list; increasing 150 a week; good advertising contracts on hand; price $250 per inch, semi-monthly; present owner must sacrifice because of poor health; $200 cash and satisfactory terms considered. Address FK, box 722, TIMES OFFICE.

REDIPHONES—WE HAVE ON HAND A FEW OF these handy telephone transmitters, which we are being distributed in connection with coupon books issued at 75 cents each. The coupons being redeemable in classified advertising in THE TIMES. Phone Main 8200 or Home 10891, and our representative will call and attach the "REDIPHONE," collecting at the same time for the coupons delivered. One "Rediphone" only will be delivered to a customer.

WANTED—
California corporation now doing a large successful business desires to add to its board of directors a man with executive ability and of high reputation; investment of $25,000 required, which will represent a quarter of a million in real money in two years; a thorough investigation will be granted to the man qualified for the proposition.
Address R, box 407, 1026 ORANGE ST., city.

FOR SALE — CHEAP: 2 ELECTRICAL MOVING picture cabinets for displaying 8x10 photographic reproductions. Can be used for advertising purposes and make good income producers. Apply E. N. MARTIN, New Times Bldg.

FOR SALE—BAKERY IN ONE OF THE FASTEST-growing towns in Southern California; chance of a lifetime; can be bought for $900; part cash, balance time; is worth at least $2000; has $1000 in fixtures; must have quick action. Wire J. G. SCOTT, Calexico.

FOR SALE—OLD ESTABLISHED RESTAURANT AND rooming-house, also saloon in the city of Stockton, all in the same location for thirty years, owned by the same party. Reason for selling owner wishes to retire from business. Will sell all or separate. One of the best paying places in Stockton. Long lease. Inquire of DR. LEVY, 20 South California St., Stockton, Cal.

PARTNER WANTED TO TAKE FULL MANAGEment and control of one of the best bowling alley and billiard room propositions ever offered in Stockton. Long lease. Inquire of DR. LEVY, 20 South California St., Stockton, Cal.

FOR SALE—CONFECTIONERY, ESTABLISHED 2 years, in a live town in Southern California; doing an average business of $825 a month. This is the best place in town and will sell for less than inventory. IMPERIAL REALTY CO., 523 Security.

WANTED—REFINED LADY, GENTLEMAN, NURSE or doctor to take equal interest in an established paying medical corporation as secretary and treasurer; legitimate money maker; investment required for purpose of extending business. Address S, box 182, TIMES OFFICE.

POSITIVELY ONE OF THE BIGGEST THINGS EVER offered a live business man; no unlried proposition, absolutely proved; can place you anywhere in U. S. in live business; it's like falling in love you ever saw. (Exclusive rights.) One glance will convince you. Large or small investment, as you desire. 619 MERCHANTS' EXCHANGE.

$425 WILL BUY A SPLENDID BAKERY, BEST location, rent $25; lease 2 years; large brick oven; all cash trade, fully equipped; good opportunity to increase trade. COAST REALTY CO., 154½ S. Spring.

MANUFACTURING BUSINESS CLEARING $5700 yearly; old established; cheap rent; long lease, working extra hands now; room for expansion; no better investment in Los Angeles, about $6000, half cash, or would sell half interest. COAST REALTY CO., 154½ S. Spring.

FOR SALE—BEST CASH GROCERY IN NEAR-BY town, cash sales over $200 daily; will take part in real estate.
Also can sell you half interest in good paying grocery in city. PHOENIX, 202 Grant Bldg.

PHOTO SHOP, $600; A SNAP. FINE LOCATION and doing good business. Great opportunity for party who has interests in San Francisco that must be looked after, otherwise would not sell. Address C, box 665, TIMES BRANCH OFFICE.

FOR SALE—GENERAL MERCHANDISE BUSINESS in good live town, Tulare county; doing about $5000 month. Stock at invoice, $40000. Buildings and lease $2000, 18 months to run. No debts. Address H. D. M., 312 So. Flower st.

FOR SALE — A DAIRY IN SUBURBAN CITY, 5 miles north of Los Angeles, consisting of 8 cows, two horses and wagon with full equipment; route can be doubled by living in same city. Call GLENDALE 154 for full particulars.

FOR SALE — WHOLESALE CREAMERY ROUTE, well established under value, $125; take you right through the 1915 rush, chance for ambition, 12 to 1. RICHMOND STABLE, 810 S. Main.

FOR SALE—SMALL GROCERY STORE, RECEIPTS $20 daily; splendid location, close in, light modern living rooms, present owner had it four years. Sickness cause of leaving. PHONE A1162.

FOR SALE—COUNTRY STORE, BUILDING $300; stock, fixtures worth $900 first month. Owner invoice stock; F.O. pays $25 monthly. About $1000 required. No trades. SHORB STORE, Shorb, Cal.

FOR SALE—CONTROLLING INTEREST IN ONE OF the best located general merchandise stores in Southern California. For particulars, address BOX 50, Montalvo, Calif.

FOR SALE—MILLINERY STORE IN LIVELY TOWN Orange county; fine income and clean stock. If you want a business, it will pay to investigate this. Address VZ, box 206, TIMES OFFICE.

BUSINESS CHANCES—
Of Many Kinds Unclassified.

9115, CALIFORNIA'S BIGGEST YEAR. I WANT TO meet a man, aggressive, clean-cut, of good reputation, preferably with real estate or banking experience, either to back me or to join me in partnership; I am one of the best known real estate sales managers in the West, with a long record of successful promotions and developments; my record since boyhood is open to inspection. I control many very valuable options, one in particular will surely net over $10,000 profit in 1915. It will not take over $3000, spread over a period of four months, to completely finance offices, advertising, etc.; have good following and want to get started quickly. Only those who can qualify please answer. Address, appointing interview, Real Estate, LC, box 546, TIMES BRANCH OFFICE.

WANTED—CAPITAL FOR PINEAPPLE CANNERY, also plantation in American colony, Gulf of Finas; unsurpassed climate, minimum temperature 40; maximum 96; Hawaii the only competitor in pineapples; investment will pay 100 per cent, profit. Address plantation owner, Ia, M. BATEMAN, Lamanda Park, Cal.

WANTED—A WELL-KNOWN BUSINESS MAN, DOing a large paying business, requires the services of a man of ability to join him in greatly increasing said business; must have $5000 to $10,000 cash, large salary and profits to acceptable man. Address for three weeks, S, box 245, TIMES OFFICE.

FOR SALE—OR EXCHANGE—ONE COMPLETE photograph studio outfit, good as new. Will sell cheap for cash, or exchange for real estate. Write JOHN ROBERTS, R.F.D. No. 1, box 14, Lordsburg, Cal., or Phone 569 Lordsburg.

GROCERY FIXTURES FOR SALE AT HALF PRICE. Showcases, counters, shelving, platform stand and jars, 2 computing scales, cash register, ice box, scoops, etc. Call at 3688 S. MAIN.

FOR SALE—SACRIFICE OR EXCHANGE FOR REAL estate, small jewelry store, choice location, good lease; also shoe concession, Venice pier, no rent. 217 W. 4TH ST.

FOR SALE—FINEST CIGAR STAND ON BROADway, 5 year lease, stock of everything at invoice, your chance for a 1915 business at your own price. Phone MR. CRAMER, Main 8001; A1082.

FOR SALE—SACRIFICE OR EXCHANGE FOR REAL estate, swell stationery store; choice location; good lease. 217 W. 4TH ST.

TWO-CHAIR BARBER SHOP AND LIVING-ROOM. A sacrifice. Cost $200. $250 will buy. 4813 WALL ST.

FOR SALE—GROCERY STORE AND MEAT MARKET at reasonable price; good business; party going to leave town. 2100 E. NINTH ST.

TELEPHONE "WANT ADS."
Insertion in the Sunday Times should be ordered before the rush of business Saturday night.

BAKERIES FOR SALE AND RENT. CALL AND see list. BAKER'S INFORMATION BUREAU, 222 E. 3rd. Phone Sunset 6780.

THEATER TO LEASE, FULLY EQUIPPED, NOW running. Big money maker. In good town. Address "OWNER," 3421 Arlington ave.

HAVE GOOD BUSINESS, ESTABLISHED SIX YEARS, need good man with small amount of money as partner. 627 CHAMBER OF COMMERCE BLDG.

ONLY LEGITIMATE BUSINESS CHANCES HANdled by us after investigation; list with us for results. See MR. WHALLEY, South Park, F7651.

WANTED—PARTNER, LADY OR GENTLEMAN, IN good paying little restaurant. YOUNGBLOOD, 539 S. Hill. F2106.

FOR EXCHANGE — CANDY STORE, SWELL FIXtures; want automobile; lots or what? 829 W. THIRD ST.

FOR SALE—SUBURBAN TIN SHOP. 6000 PASADENA AVE.

FOR SALE—WHOLESALE BAKERY ROUTE. CLEARS $35 per week, price $450. 248 W. 52ND ST.

FOR SALE—HARDWARE STOCK AND FIXTURES, excellent location. Telephone HOLLY 781.

FOR SALE—CORNER GROCERY AND CANDY FOR about $1100; investigate. 5271 CENTRAL AVE.

SECOND-HAND SHOWCASES, ONE ENTIRE FLOOR of bargains. See WEBER'S, 316-322 S. Los Angeles.

623 WEST SECOND ST., ROOM 213, TAILOR work shop, power machine.

BUSINESS CHANCES—
Wanted and Miscellaneous.

TWO MEDFORD (OR) LOTS CLEAR, TO EXchange for grocery stock. Will add small amount cash. We also have other deals to consider.
ANCHOR INVESTMENT CO.,
703 Delta Bldg.

WANTED—ABOUT $2000 STOCK OF GROCERIES for cash and trade. Address C. STOCKWELL, 229 Union Oil Bldg. F7310. Bdwy. 6396.

WANTED—TO BUY A SMALL STORE NEAR school; about $400; no agents. Address C, box 674, TIMES BRANCH OFFICE.

WANTED—CASH GROCERY, NO SOLICITING OR delivery; about $1000; no dealers. Address S, box 192, TIMES OFFICE. Phone 20827.

WANTED—HAVE $250 TO INVEST WITH SERVICE in large proposition which is worth investigation. Address S, box 147, TIMES OFFICE.

WE CAN DISPOSE OF YOUR BUSINESS
Call and see ANCHOR INVESTMENT CO.,
703 Delta Bldg.

SWAPS—
All Sorts.

FOR EXCHANGE — EQUITY IN FINE 10-ACRE level Imperial ranch, near railroad. Balance $400, long time. Phone owner, personally, Sunday, $100 will you offer for equity? CHAS. PRICE, 415 Van Nuys Bldg.

FOR EXCHANGE—I HAVE $1950 PAID IN ON A beautiful 6-room bungalow on 50th ave., near Jefferson, worth $4500. Also 2 lots, clear, worth $1500, in Salt Lake City. 5908 YORK BLVD. 58149.

FOR EXCHANGE—RESIDENCE LOT IN MT. Holly, New Jersey, clear. Value $250, for what have you? Address G, box 555, TIMES BRANCH OFFICE.

FOR EXCHANGE—ASSIGNMENT 160 ACRES LEVEL timber land near Orange county; will pay cash. What have you value $800? CLARENCE BRADLEY, General Delivery.

FOR EXCHANGE—VALUABLE OIL PAINTINGS BY well-known artist for piano; only 5th ave. make offer. No junk. Address S, box 110, TIMES OFFICE.

FOR EXCHANGE—HORSE OR ANY MAKE OF NEW sewing machine for horse; only $40; your own difference. Call or address E. H. WEAVER, 518 West 6th st.

FOR EXCHANGE—GUARANTEED DENTAL WORK for diamonds, automobiles, what have you? Address S, box 173, TIMES OFFICE.

MONEY TO LOAN—
Real Estate and Improvements.

$100,000, DIVIDED TO SUIT, ON STRICTLY CENtral improved business property; only 7 per cent per cent.; no commissions, etc.; 35 per cent. of valuation loans. To insure attention, describe concisely the property, its income, etc. Visionaries and boosters don't apply. PRINCIPAL, P. O. Box 462, Long Beach, Cal.

QUICK SHORT-TIME LOANS ON REAL ESTATE, $50 to $1000, 1 to 12 months. Not a second mortgage; no commission or title fees; money same day. Also loan on or buy mortgages, trust deeds and contracts. SECONDS, 720 Title Insurance Bldg., corner 5th and Spring. Main 8616, F5589.

$150,000 TO LOAN—
At lowest rates, city or close-in acreage; improved or unimproved; any amount from $2500 up.
FRANKLIN HARPER.
1002 Merchants National Bank Bldg.
A1904 or Main 287. Sixth and Spring sts.

MONEY TO LOAN—
We have plenty of money to loan in amounts up to $2500. We make construction loans.
CONWAY & GLEASNER,
405 Lankershim Bldg.

MONEY TO LOAN ON APPROVED REAL ESTATE Stocks and bonds, at current rates.
McCONNELL & IRVINE,
Established 1888. 311-12 Douglas Bldg.

TO LOAN — $50,000, ALL OR PART, ON CITY improved or building loans; no agents, please.
H. C. HOLLINS,
729 Story Bldg. Main 7194.

$200,000 TO LOAN ON FIRST MORTGAGES, WILL divide in sums to suit; building loans a specialty. STANDARD SECURITIES CO., 704 Hollingsworth Bldg. A4845.

MORSE SPERRY CO., 604 UNION OIL BLDG. Money to loan on first mortgages. Good applications solicited. Country and city. List your money with us for choice. Main 7194.

TO LOAN—$25,000, $30,000, $50,000, IN SUMS TO $200,000, 7 per cent. 40 per cent. loans only on improved or unimproved city property. 432 I. W. HELLMAN BLDG. Phone F1307.

TO LOAN—MONEY TO LOAN ON REAL ESTATE or other securities. J. M. TAYLOR, 704 Hollingsworth Bldg. Main 574.

MONEY TO LOAN—MUST BE IMPROVED CITY OR country property. $12000, $5000, $4700, DOLFINGER, 220 Black Bldg. Broadway 8, F4058.

PRIVATE PARTY HAS MONEY TO LOAN ON first-class mortgages, no agents. Address S, box 217, TIMES OFFICE.

TO LOAN—$500 TO $20,000; CURRENT RATES; now ready. MR. FERGUSON, 211 Merchants' Trust Bldg.

PRIVATE MONEY—LARGE OR SMALL AMOUNTS. first or second mortgages. MORTGAGE INVESTMENT CO., 928 Van Nuys Bldg. 63299.

TO LOAN—$500 TO $30,000, CITY OR COUNTRY. R. EARNEST & CO. 831 H. W. Hellman Bldg. 44737, Main 5555.

MONEY TO LOAN — REPRESENT PRIVATE PARties. IRVING L. MAYER.
F1165. Broadway 3556. 223 Story Bldg.

PLENTY OF PRIVATE MONEY—7-8 PER CENT. F. H. EVARTS, 802 Van Nuys Bldg. A4059, Main 4059.

$200 TO $2000 TO LOAN DIRECT TO OWNERS on good city or country property. ROBERT CAMPBELL, 641 Chamber Commerce Bldg. A3026.

WILL BUY YOUR TRUST DEEDS OR CONTRACTS. MR. ALLEN, 510 Trust & Savings Bldg. Phone Main 8766.

FARNSWORTH BROS. MAKE LOANS ON REAL estate, building loans a specialty. 1026 VAN NUYS BLDG. F1200. Main 4096.

PRIVATE MONEY, LOWEST RATES, CITY OR country, and building loans. LOCKHART & SON, 731 H. W. Hellman Bldg. A2776. Main 5578.

$2500 AT 7 PER CENT. $1500, 8 PER CENT. $700, 8 per cent. H. V. HOFFMAN, 111 S. Broadway.

$2000 ON IMPROVED REAL ESTATE, WEST SIDE, at 8 per cent., 2 per cent. commission; principals only. PHONE 72915.

FIRST AND SECOND MORTGAGE LOANS. MONEY ready. ERNEST E. FAIR CO., 421 Grant Bldg. F6294.

MONEY TO LOAN—
Real Estate and Improvements.

on
FIRST MORTGAGES ON CITY REALTY.
Amounts of $1000 to $125,000,
and also for
SECOND LIENS
in amounts of $1000 to $2500.

A. B. CHITTENDEN,
Loan Department. Home phone F4290.
521-24 Trust and Savings Bldg.
Sixth and Spring sts.

TO LOAN—
SECOND MORTGAGE MONEY.
We make quick second mortgage loans of $50 to $1000; money within 24 hours, one month to one year; no brokerage or title fees; loaning our own funds; you receive the full amount in cash without any deduction whatsoever.
FIRST MORTGAGE MONEY.
We make first mortgage loans of $500 to $5000 on improved residence property; will inspect property promptly. No charge for appraisal.
WATERMAN & CO.
904 Merchants National Bank Bldg.
Corner Sixth and Spring sts.

MONEY TO LOAN—
IN AMOUNTS UP TO $15,000.
PREFER LOANS ON COUNTRY PROPERTY, BUT WILL CONSIDER CITY LOANS. PRINCIPALS ONLY.
L. G. BRAUN,
306 SECURITY BLDG.
PHONE F1261.

MONEY TO LOAN ON REAL ESTATE
Lots, residences, apartments, stores, flats, ranches.
IN SUMS OF $50 TO $100,000.
Straight building loans a specialty.
Interest at 6, 7 and 8 per cent. and up.
Advice free. Advertisement free.
No delays, no red tape. Any sum desired.
Large and small city loans a specialty.
Bond issues for subdividers sold.
Street bonds purchased.
CONSOLIDATED MORTGAGE COMPANY.
310 Douglas Bldg. Phone Main 783.

MONEY TO LOAN—
At 6 and 7 per cent. Close inside business or semi-business property; desirable dwellings.
R. G. LUNT.
308 Security Bldg. F2831. Main 540.

IF YOUR LOT IS CLEAR OR NEARLY SO
We loan full cost of home, make sketches and estimates, build to your order. 20 years' experience. We pay the best.
Plastroe bath floors and drainboards—
Plumbing goods from H. B. Boynton Co.—
Sash and doors from Frank Graves Co.—
Humphrey gas water heaters, etc., etc.
WESTON BUILDING CO., Estab. 24 years.
607 Lankershim Bldg., 126 W. Third st.

MONEY TO LOAN—$1000 TO $50,000, AT 6½ AND 7 per cent. on city improved property. Will loan to 50 per cent. of actual value of well located property. Prompt attention given to your application.
F5177. R. W. KINSEY, Bdwy. 398.
Member Los Angeles Realty Board.
819 Trust & Savings Bldg., Sixth and Spring sts.

TO LOAN—ANY AMOUNT ON CITY OR COUNTRY. Conscientious service from long experience.
Member Los Angeles Realty Board.
Reference, First National Bank.
F. A. PATTEE,
607 Story Bldg. Main 1989—F6748.

MONEY TO LOAN—ANY AMOUNT ON VACANT OR improved, building loans a specialty, current rate.
CHANDLER, CARSON & CO.
508-4-5 Bradbury Bldg. Main 2715.

TO LOAN—AN EVEN $1000 ON FIRST MORTGAGE at 8 per cent. Not over 50 per cent. valuation. GUARANTY SECURITIES CO., 704 Hollingsworth Bldg. A4845.

MONEY TO LOAN—ANY AMOUNT—
CHARGE NO COMMISSION.
KAMINSKY, agent Western States Life Insurance Company, 201 American Bank Bldg., Second and Spring sts.

MONEY LOANED ON REAL ESTATE. LISTED stock, bonds and on personal security notes and commercial paper bought. TRADERS' EXCHANGE, 221 Byrne Bldg. Bdwy. 5199. A5802.

MONEY TO LOAN—
We have $100,000 of money for first mortgage; also make specialty of second mortgages and building loans. J. C. HOVIS, 236-237 Bradbury Bldg.

READY MONEY TO LOAN, 7 AND 8 PER CENT. $2000 to $5000; $1500 to $2000; $1000 to $1500; $600 to $800; available now. J. C. GREEN, 502 Van Nuys Bldg. Main 4069, 14969.

$25,000 IN GOLD TO LOAN ON SHIRT-TIME PAper. L. A. collateral. A1779. Broadway 2061. HARRIS, 415 Trust and Savings Bldg.

MONEY TO LOAN—
An exceptional evening for an A-1 man who understands loans. Take charge department. Give full details. Address S, box 180, TIMES OFFICE.

I LOAN $100 TO $2000 ON FIRST MORTGAGES on city property. $100 to $500 on second. No delay. DE LA PENA, 219 Union Oil Bldg.

WE MAKE BUILDING LOANS. 1114 HOLLINSWORTH BLDG. Broadway 830. Phillips.

MONEY LOANED—CONTRACTS AND MORTGAGES bought. A. McCALL, 314 Bullard Block.

MONEY TO LOAN—
Salaries and Chattels.

BRITISH-AMERICAN LOAN CO.
703 Security Bank Bldg.
Make Private Personal Loans to men and women on notes not acceptable at banks.
DON'T DOUBT YOURSELF. Put your best money you can get $10 to $100 today from us.
DON'T DOUBT US. We want you to know THAT We extend fair, square, courteous treatment. Strictest private easy payments to suit your income or salary.
CALL AT 709 SECURITY BLDG. FIFTH & SPRING.
For details phone Broadway 675 or 61360.
BRITISH-AMERICAN LOAN CO.

IF YOU WANT A RELIABLE PLACE TO BORROW money, where you will make no mistake, come to or coming to us. Easy weekly or monthly payments. Let us tell you more about it at our office.
COMMERCIAL LOAN COMPANY,
509 Security Bldg. 510 S. Spring st.
Phone: F6812. Main 4018.

LOANS—LOANS—LOANS
BEST RATES AND EARIEST TERMS.
FIDELITY LOAN CO.,
228 W. Fourth st., corner Fourth and Broadway.
Phones: Home F3421. Bdwy. 5171.

DIAMOND LOANS, 1 TO 2 PER CENT. HOSKT, 901-7 Stimson Bldg., Third and Spring. Established 15 years. Private entrance, 6th st. Diamonds kept in bank vault. WE BUY DIAMONDS ALSO.

LOAN ON DIAMONDS, CONFIDENTIAL, BANK REFerence. FRITCH-LAUGHLIN, 710 Grant Bldg. Fourth and Broadway.

SALARIED MEN AND WOMEN ACCOMMODATED without delay or publicity. SOUTHERN CREDIT CO., 411 O. T. Johnson Bldg.

MONEY TO LOAN—HAVE $100-$500 TO LOAN ON automobiles; quick action. 817 VAN NUYS BLDG.

MONEY WANTED—
Real Estate and Collaterals.

WANTED—$4500, THREE YEARS AT 8 PER cent., on 16-room flat; building opposite Manual Arts High School, on 41st Drive. Value $10,000. Will pay 3 per cent. commission if can secure loan this week. HANCOCK, 317 Central Bldg. F7516, Main 7526.

WANTED — MONEY, $1200, $1600, $2000, $2500, $3000, choice first mortgages; only 40 per cent. of bank valuation. Act promptly. STANDARD SECURITIES CO., 704 Hollingsworth Bldg. A4845.

WANTED—A SMALL ADDITIONAL AMOUNT OF money for a large enterprise, nearly completed, which will commend itself to your judgment. Indiscriminate most liberal. Bank references. Address or call on E. R. HOWARD, 406 Chamber of Comm

Classified Liners.

THINGS ON WHEELS— All Sorts. Automobiles

FOR SALE—

WE HAVE

THE FINEST ASSORTMENT

OF

SLIGHTLY-USED AUTOMOBILES

AT

LOW PRICES AND ON

EASY TERMS.

SOME OF OUR BARGAINS LISTED BELOW.

PEERLESS	7-Passenger.
PEERLESS	5-Passenger.
STEARNS	7-Passenger.
BUICK	5-Passenger.
BUICK	4-Passenger.
STUDEBAKER	5-Passenger.
STUDEBAKER	4-Passenger.
HENDERSON	5-Passenger.
OLDSMOBILE	7-Passenger.
DURO	5-Passenger.
BRUSH	2-Passenger.
MITCHELL	Truck.

AND SO OTHERS.

ALL THE ABOVE CARS ARE LATE MODELS AND GUARANTEED IN A1 CONDITION.

IT WILL PAY YOU TO SEE US.

EXCHANGE MOTOR CAR CO.,

1032 SO. OLIVE ST.

A1940. MAIN 7006.

GREETINGS GREETINGS GREETINGS

SNYDER MOTOR SALES COMPANY.

USED AUTOMOBILES OF QUALITY.

1006-8 S. Olive st.

A8321. Bdwy. 2808.

"Best wishes for 1915 to all."

OUR RESOLUTION FOR THE NEW YEAR REMAINS THE SAME AS IT HAS IN THE PAST.

We will continue to buy and sell "Used Automobiles of quality" only.

We will continue to handle absolutely "Nothing but bargains."

We will continue to back up our well-known reputation of "Square dealings: Honest representations and Better bargains."

We will continue our "Courtesy to all" policy, whether buying or not.

Our aim is to make "ours" the safest place in the city to buy an automobile of any kind, and we are going to make good.

We invite your comparison of the following bargains:

1914 Maxwell, 5-pass., electric starter and lights like new	$850
1913 Buick, 5-pass., electric starter, good tires, etc.	$675
1915 Ford roadster, extra equipment, good tires, etc.	$300
1914 Overland, extra equipment, like new, very little used	$650
1913 Marathon, classy roadster, demountable rims, extras	$425
1913 Stutz touring, fully equipped	$475
1913 Chalmers 30, 5-pass., fine shape	$425
1911 Lexington, 7-pass., fine shape	$425
1911 Lexington, 7-pass., fine shape, good tires, fully equipped	$365
1912 Studebaker 20 delivery, panel top, perfect shape	$345
1911 Sterling roadster, fenderless, fully equipped	$280

Several light models in the different makes, averaging in price from $125 to $250; both roadsters, fine roadsters and 4 and 5-pass. cars.

The above is only a partial list; our stock is complete in all types and models. Every one a bargain.

Drop in and get acquainted with us. We assure you that you will not be disappointed.

With best wishes for 1915.

Very respectfully,
SNYDER MOTOR SALES COMPANY,
R. S. SNYDER, Pres.
"USED AUTOMOBILES OF QUALITY."
1006-8 S. Olive st.
A8321. Bdwy. 2808.

SPEERS-SPEERS MOTOR CO.

1914 Overland, electric light, starter $525
1913 Stutz $800
1913 Overland $675
1913 Lozier Lakewood, 6-cyl. $1800
1913 Oakland $675
1914 Mitchell, 6-cyl., electric starter and lighting $850
1913 Hudson 33 ..... $550
1913 Studebaker Roadster $450
1913 Paige $375
1911 Cadillac $650
1910 Mitchell $375
1910 Franklin $250

All Fully Equipped.

And in good condition.

Terms.

SPEERS-SPEERS MOTOR CO.,

Pico and Figueroa sts.

Broadway 90. 60634.

MOTOR CAR CO.—

11TH AND HOPE.

SEE OUR USED CARS AT REDUCED PRICES:

[illegible]	$[illegible]
[illegible]	$[illegible]
[illegible]	$[illegible]
[illegible]	$[illegible]
[illegible]	$[illegible]
[illegible]	$[illegible]
[illegible]	$[illegible]
[illegible]	$[illegible]
[illegible]	$[illegible]

WE HAVE SEVERAL UNUSUALLY GOOD BUYS in Practically New Cars.

1915 Jeffery four, 5-passenger	$[illegible]
1914 Jeffery Six, 48, 7-passenger	$[illegible]
1914 Stoddard-Dayton, 7-passenger	$[illegible]
1914 Stoddard-Dayton, 5-passenger	$[illegible]
1913 Chalmers 6-40, 5-passenger	$[illegible]
1912 Corbin, 4-passenger	$[illegible]
And others.	

Our proposition on any of these will interest you.

See Mr. Whitten.

CARLTON-FAULKNER-BOWLES, Inc.

Main 6711. 1058 S. Flower st. 60288.

THOMAS ROADSTER $175
Studebaker, 5-passenger $300
Stoddard-Dayton, 5-passenger $385
Hudson 33, 5-passenger $450
Pullman, 5-passenger $450
Overland, 1914, 5-pass., self-starter $675

THE TIRE HOUSE,
743 S. Olive st.

YEAR'S CLEARANCE SALE—

Under 5-passenger DUROCAR, in first-class mechanical condition, $250; also have new passenger car for this car for $50 more.

1-ton TRUCK, nearly new tires, in good running order, no body; $50 cash.

1-ton RED TRUCK, have two of these STUDEBAKER trucks in A1 condition, with nearly new tires, paint and fine express bodies; your choice of either.

1-ton MACK TRUCK, steel power dump body; this truck is guaranteed in first-class mechanical condition in every way; can be run from all around; good paint; wheels cast, and certainly good for $4500; will be sold at once for $2500.

Two first-class TRUCKS from 1000 lbs. to 1500 lbs. capacity, for sale at BARGAIN PRICES; $50 to $100; every one a capable truck. Would trade for something useful, or for cattle, or diamonds.

Have our closing sale for 1914, and any reasonable offer will be accepted, for the next 30 days. Our stock of trucks must be reduced.

See MR. MAYNARD, with

M. S. BURALEY & CO.,
AUTOCAR GARAGE,
18th at Main st.

WALTER M. BROWN COMPANY,
415-16 W. Pico st.,
Los Angeles, Cal.

THINGS ON WHEELS— All Sorts. Automobiles

USED-CAR BARGAINS

Compare our prices on used cars with any on the market. Let us take you out and show you what they will do.

1910 Tourist	$500
1911 Buick	$800
1912 Moon	$500
1913 Cadillac	$1150
1911 Cole runabout	$500
1912 Touring	$650
1913 Cole "Six"	$1150

COLE MOTOR CO.,

842-46 S. Olive st.

F4936. Main 2191.

CHANDLER MOTOR CAR CO. OF CALIFORNIA.

1144 S. HOPE ST.

To start the New Year right and enjoy the roads and sunshine of Southern California buy a good used car from a reliable concern. We have the following to choose from that were taken in trade on CHANDLER LIGHT SIXES, and are in good condition.

1912 Hudson 33, touring, fully equipped.

1914 Overland 5-passenger; Gray & Davis starter and lights; seat covers, bumper, and new extra tire.

1913 Buick, 5-passenger, model 31, fully equipped.

15-20 Stearns touring, toy tonneau, and lights, and generator.

1913 Overland touring, starter and lights.

CHANDLER MOTOR CAR CO. OF CALIFORNIA.

1144 S. HOPE ST.

MAIN 5459. F5047.

BIG SALE OF USED CARS.

BUY ONE OF THESE FAMOUS

APPERSON JACKRABBITS, OVERHAULED AND GUARANTEED BY THE FACTORY BRANCH AT BEDROCK PRICES.

1914 Mercer roadster, best of shape	Snap
1914 Apperson, 5-pass., electric lights and starter	$1000
Apperson "36," 5-pass., new paint and tires	$850
Apperson "36," racehaut, fast and powerful	$475
Apperson "36," 5-pass., detachable tonneau	$525
Apperson "36," 5-pass., good shape, seat cover	$350
Apperson "36," Coupe, electric lights and starter	Offer
Apperson "36," closed car, elegant shape	Offer

APPERSON MOTOR CAR CO.,

22971. 1355 S. Flower st. Main 7034.

FOR SALE—

A few months ago, I had need for and ordered one of the handsomest large six-cylinder, seven-passenger touring cars manufactured, paying $3300 cash for it. It has been used very little, and the agent will guarantee it to be as good or better than the day it rolled out of the shop. I now have no use for it and will sell for $2500, including many extras.

Call on or phone
LAWRENCE B. BURCK, 631 S. Spring st.
Phones 10685 or Main 6061.

BARGAIN— SPEEDSTER BARGAIN.

Through a real estate transaction I have come into possession of the classiest and most powerful roadster in the country, four-cylinder, four speeds, electric lights, long, graceful lines, good tires, two extra tires, tools, complete, etc. As I have two other cars I do not need this one, and for a person seeking one of the prettiest, if not the best-looking roadsters in the country, with plenty of power, they cannot afford to overlook this car. Will sell very cheap. Full particulars and demonstration please call Wednesday 2344 between 8 and 10 a.m. and 7 and 10 p.m., or office phone 972510 and Main 8750 between 10 a.m. and 6:30 p.m. R. ROSENBURG. This is not a second-hand auto exchange. You deal directly with the owner.

FOR SALE—

1910 CADILLAC TOURING CAR, $400. THIS CAR IS IN GOOD MECHANICAL CONDITION; THE TIRES ARE NEW AND THE CAR HAS BEEN RECENTLY OVERHAULED.

DON LEE,
12TH AND MAIN STS.
MAIN 8763. 60629.

BUICK ROADSTERS—

We have two of them. Both have been thoroughly overhauled and carry a guarantee. Both fully equipped, together with a lot of extras. Act quick, as they will sell fast at the price we are asking.

THE HOUSE OF BARGAINS,
1069 South Broadway.

YOU CAN BUY A 1915 MAXWELL 25 FOR $850, delivered in Los Angeles, equipped with Gray & Davis lighting and starting system, electric horn, 3-speed transmission, center control, left-hand drive, streamline body, 108-inch wheel base, mohair top and adjustable windshield.

LORD MOTOR CAR COMPANY,
Eleventh and Hope streets.
Main 7470. 10648.

CHALMERS 1913 TOURING CAR, IN GOOD SHAPE; to sell quick will make price $900 and give terms if desired.

SMITH BROS.,
1616 Figueroa st.

STUTZ TOURING CAR—

I must sacrifice my late-model Stutz 5-passenger. Has just been refinished and overhauled. Tires like new. Has all standard equipment with some extras. Need the money, reason for selling. Ask for Mr. Mortlebed's car. Call Main 826.

THE HOUSE OF BARGAINS,
1069 South Broadway.

TO ANYONE CONSIDERING THE NICKEL BUS business we are able to offer a very attractive proposition. Call and investigate this.

ENGLISH MOTOR CAR CO.,
1132 So. Grand ave.

F2381. Main 1400.

FOR EXCHANGE—

1913 6-cyl. 7-passenger Firestone-Columbus enemy touscan and powerful engine. Will demonstrate any time. Good tires and equipment. Want vacant lots or land. OWNER, 846 Broadway.

WANTED — TO HIRE A 5-PASSENGER CAR, in good shape, for a month or more for service in Southern California driver must accompany car; answer, stating make of car and price per month asked. Would prefer owner with his car. Address G. box 378, OCEAN PARK.

RENTAL CAR, 7-PASSENGER PEERLESS, IN GOOD condition; must sell quick and will make price $975 and give liberal terms.

SMITH BROS.,
1616 Figueroa st.

BIG SACRIFICE FOR QUICK SALE. 1913 FORD touring car. Looks well. Master vibrator, electric lights, etc. OWNER, 2823 East Fourth, Boyle Heights car. Main 804.

FOR SALE—30-H.P., 5-PASSENGER, 4-CYLINDER, fore-door Cortin, electric starter, lights and horn; front rack, speedometer and tires; have new mohair top and Willard storage battery. Paint and engine in perfect condition. $650 cash. 1050 N. HUTCHINSON AVE., Pasadena. Phone Colorado 7180.

FOR SALE—FORD RACEABOUT, PERFECT RUNNING, finished cream color, latest style body. No further use for it. Cash or terms. See OWNER, 1670 WEST 24TH ST.

WANTED—CHEAP AUTOMOBILE IN EXCHANGE for first residence lot, Mt. Holly. New; must be value $250. Address C, box 556, TIMES BRANCH OFFICE.

FOR SALE—KISSELKAR, 7-PASSENGER, FORD door. Come and see it. Will be at garage all day. 4610 VERMONT. Owner.

FOR SALE—CHEAP, STUDEBAKER 5-PASSENGER car, A-1 condition, $400, on terms. Join the car for piney business. 760 EAST VERNON.

FOR SALE—FORD 1913 TOURING CAR, JUST completely overhauled, splendid condition, cash or terms. See OWNER, 1670 West 24th st.

THINGS ON WHEELS— All Sorts. Automobiles

OVERLAND USED CAR DEPT.

GUARANTEED

REBUILT AUTOMOBILES ON EASY TERMS.

50 CARS TO SELECT FROM.

A PARTIAL LIST FOLLOWS:

Overland, 1913, 5-pass., dem	$1050.00
Overland, 1914, 5-pass., elec. lights and str.	$775.00
Overland, 1913, 5-pass.	$600.00
Overland, 1913, roadster	$600.00
Overland, 1912, 5-pass.	$500.00
Overland, 1912 roadster	$500.00
Overland, 1911, it. delivery with panel top	$400.00
Overland, 1912, 5-pass.	$350.00
Overland, 1913, special racer, 30-h.p.	$600.00
Overland, 1911, roadster	$300.00
Willys Utility truck, ¾-ton, dem	$1200.00
Chalmers, 1912, 4-pass.	$625.00
1911 Hudson, road	$500.00
1911 Rambler, 5-pass.	$350.00
1912 Pullman road	$475.00
1910 Tourist, 5-pass.	$350.00
1910 Tourist road	$200.00
1911 Buick, 5-pass.	$450.00

J. W. LEAVITT & COMPANY,
Pacific Coast Distributors,
1220-28 S. Olive st.
Phone 60537.

FOR SALE—

1913 OVERLAND ROADSTER, $500; THIS CAR IS MECHANICALLY PERFECT AND IS A SPLENDID BUY.

DON LEE,
12TH AND MAIN STS.
MAIN 8763. 60629.

PRIDE OF OWNERSHIP.

When you come right down to it, one of the greatest factors in connection with an automobile investment is the satisfaction of owning a car that is strictly high-grade and cannot be excelled either in appearance or for performance. I have such a car (brand new, 6-cylinder touring car, price $3400,) and will trade for good clear property. This is strictly an "up-town" ad; no auto junk no junk. Address KR, box 192, TIMES OFFICE.

ALL OUR TIRES ARE GUARANTEED FOR ONE year by a responsible company.
Thina is over.

930 SO. OLIVE ST.

FOR SALE—OR WILL TRADE FOR DIAMONDS or what have you? My classy 4-passenger 2010-h.p. Pennsylvania automobile. Has all good tires, top, glass front, etc. This car is in very good shape mechanically, but have no use for same. Call at Car can be seen at

THE HOUSE OF BARGAINS,
1069 South Broadway.

$100 DOWN, BALANCE EASY TERMS, FOR MY late 5-passenger car. Electric lights, etc. Low monthly terms.

THE BRANT MOTOR CAR CO.,
206 W. Pico st., near Hill.
Open all day New Year's.

I HAVE MADE CASH PAYMENT WITH MAXWELL agents for 1915 model. Am unable to pay balance. Will sacrifice. This is a chance for you to buy a new car for less than market value. FARRIS C. BROWN, 1219 Lomita ave., Glendale, Cal. Glendale 945-J.

FOR SALE—BUICK, 7-PASS., 1915 MODEL; PERfect condition; run less than 4000 miles; must sell immediately; will sacrifice for cash, insurance, extra, nobby tread tire, new, and robes. Phone 31067 or EAST 81.

WANTED—

AUTOMOBILE SALESMAN.

None but experienced men, who understand HOW to sell automobiles, need apply. Call early.

EXCHANGE MOTOR CAR CO.,
1032 S. OLIVE ST.

WE HAVE SEVERAL FORDS FOR SALE, CASH OR terms. We have some very good cars which can be bought as low as $200; we have many other cars at very low prices; buy from a reliable house, which will treat you right. Used Car Department, PACIFIC KISSELKAR BRANCH, 1001 S. Olive st.

$600 BUYS REPAIR SHOP, GOOD LOCATION, cheap rent, including service car; portable gasoline tank; air pump, anvil, drill, bench; others can be seen cleaner, tools; good stock of parts. PHONE 25018.

$300—CASH OR TERMS—

Takes my Cartercar delivery, dandy shape mechanically, good tires, paint, top, everything for bakery or grocery delivery. Has the famous friction-drive transmission, no gears to strip, no clutch to slip.

THE HOUSE OF BARGAINS,
1069 South Broadway.

FOR SALE—

1913 Cole car, five-passenger, in A1 condition. This is a snap.

PACIFIC KISSELKAR BRANCH,
1001 SO. OLIVE ST.

ROADSTER, REFINISHED AND IN FINE MEchanical condition; equipped with electric lights, extra spot light, starter, speedometer, etc. Will sell cheap, also give terms if desired. Can be seen at

SMITH BROS.,
1616 Figueroa st.

WE HAVE A REPUTATION FOR SQUARE DEALing to protect a nice line of used cars and right prices; terms; all tires insured for one year.

930 SO. OLIVE ST.

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11 CENTS, BEST GASOLINE; TIRES, NON-SKID 30x3, $7.40; 32x3½, $9.90; 34x4, $10.65; 36x4, $14.90; 34x4, $15.40; inner liners, $1.50 to $3.50; will double mileage in old tires; Prestolites, $10. VANDERWOOD, 1044 S. Main.

$100 DOWN, BALANCE EASY TERMS, TAKES MY buick roadster. This car is a beauty.

THE BRANT MOTOR CAR CO.,
206 W. Pico st., near Hill.
Open all day New Year's.

FOR EXCHANGE—THE USE OF A 1914 6-CYLinder Packard, with reliable driver; will go anywhere, any time for what? Address R, box 116, TIMES OFFICE.

ATTENTION TO OWNERS—

We will repair your auto or truck and will do any kind of machine work at 25 cents per hour; work guaranteed; perfect satisfaction; save money and call at 1009 E. SEVENTH ST.; Phone 58401.

WANTED—8-PASSENGER FORD IN GOOD CONDItion, for a quarter-section relinquishment. Victor Valley. Address C, box 552, TIMES BRANCH OFFICE.

FOR SALE—

WE HAVE JUST RECEIVED A LATE-MODEL BUICK ROADSTER WHICH LOOKS LIKE NEW, WHICH WE CAN SELL FOR $550, CASH OR TERMS. DON'T MISS THIS.

HOWARD AUTO COMPANY, BUICK AGENTS,
1323 S. FLOWER ST.

MAIN 9040. 60000.

WHAT WILL YOU GIVE FOR 5-PASSENGER DEtroit Electric roadster? Battery run less than 1200 miles. Almost new. Silvertone Cord tires. Must sell. No reasonable offer refused. Car can be seen at 1616 SO. FIGUEROA ST. Phone 60183 or Main 94.

1915 OVERLAND, NEW CAR, WITH SEAT COVers, chain and extra tire, full kit of tools. Will sell and teach you how to care for auto. Address R, box 15, TIMES OFFICE.

HAVE THREE BUICK TOURING CARS, ALL IN first-class shape—a "25," a "31" and a "40"—good lookers and the tires insured for one year.

930 SO. OLIVE ST.

FOR SALE—

Buick roadster, condition first class. This is a real bargain. See this before you buy.

1001 SO. OLIVE ST.
PACIFIC KISSELKAR BRANCH.

FOR SALE—OAKLAND AUTO WITH SPEEDOMEter, proto and electric horn for $400. Can be seen next Sunday at 716 MERIDIAN AVE., South Pasadena.

NEED CASH?

I will loan you a reasonable amount on 1914 or 1915 model for the use of same; will guarantee care of car; can take up loan any time. MURPHY, Broadway 8120. Home 20622.

FORD TOURING CAR, BEST CONDITION, REAL bargain, $375; touring car body, new, 1915. VANDERPOOL, 1044 S. Main.

FOR SALE—BUICK WHITE STREAK, STRIPPED, $150; needs some repairs. 210 WINSTON ST. A2930.

1914 MERCER ROADSTER, CAR IS IN PERFECT condition mechanically, paint and tires good, extra spare tire, must be sold at once for cash, will offer. 1355 S. FLOWER ST. Main 7034; 22971.

OWNER HAVING BOUGHT GAS CAR WILL SELL for $650, Ohio 4-passenger electric coupe; battery 1102 Olive and trimmings in first-class shape; mileage 50 to 60 miles on charge. See MR. BEACH. Phone 60683, West 54.

OUR SATISFIED CUSTOMERS ARE OUR SUCCESS. We treat you right, as big line of live cars.

930 SO. OLIVE ST.

FOR SALE—

A FOREDOOR STUDEBAKER TOURING CAR, FULLY EQUIPPED, FOR $375, CASH OR TERMS. FIRST COME FIRST SERVED ON THIS.

HOWARD AUTO COMPANY, BUICK AGENTS,
1323 S. FLOWER ST.

MAIN 9040. 60000.

BLACK LEATHER AUTO CHEST, SERVICE FOR six persons; contains two quart Thermos bottles; sandwich boxes, etc.; purchased from Hamburger's two weeks ago for $55; will sell cheap for cash. 1222½ W. 27TH ST. Phone 22536.

FOR SALE—A '12 AND A '13 BUICK ROADSTER, just overhauled and remainted; one '13 Cadillac coupe. 1327 S. FLOWER. Ask for S. P. Dixon Main 9040. 60000.

FOR SALE—OR EXCHANGE—6 ROOMS AND BATH, 75 feet front, cash or auto. Inquire for MR. WILSON, at Hawthorne Mercantile Co., Hawthorne, not later than Saturday noon.

WANTED—LIGHT TOURING CAR OR ROADSTER in exchange for stock of fire clays. Address C, box 506, TIMES BRANCH OFFICE.

FOR SALE—KISSELKAR, 5-PASSENGER, 40-H.P.; just as good as Isotta, F2531. GORDON, 1204 Hollingsworth Bldg.

WANTED — TO BUY FOURTEEN OR FIFTEEN model car; will pay cash; must be bargain; no dealers. Call HOME 29622.

AUTO TIRES CHEAP! LARGEST ASSORTMENT used and new tires in town! Lowest prices. AUTO TIRE STORE, 711 South L. A. st.

1914 OVERLAND TOURING CAR, GRAY & DAVIS starter, demountable rims, cheap; liberal terms. 930 SO. OLIVE ST.

FOR SALE—1913, 5-PASSENGER HUPMOBILE IN perfect shape. Phone 59045 or call 656 N. NEW HAMPSHIRE.

THINGS ON WHEELS— All Sorts. Automobiles

CADILLAC ROADSTER—

I am going to make a special price on my late-model Cadillac roadster. Has just been thoroughly overhauled and repainted. Will give guarantee for six months. If you want one of these high-grade roadsters cheap

See this.

THE HOUSE OF BARGAINS,
1069 South Broadway.

WE ARE OFFERING THIS WEEK IN OUR USED-car department a 7-passenger Packard 30 and a 5-passenger Cadillac. These are bargains.

ENGLISH MOTOR CAR CO.,
1132 So. Grand ave.

F2381. Main 1400.

ELECTRIC COUPE, FIVE-PASSENGER, DOUBLE-drive Ohio, new batteries; car looks and is same as new; cost $3350. Any reasonable offer will be accepted. Terms if desired.

SMITH BROS.,
1624 Figueroa st.

TWO HUNDRED DOWN, BALANCE EASY TERMS, buys my 1913 National roadster. This car is real class and a snap.

THE BRANT MOTOR CAR CO.,
206 W. Pico st., near Hill.
Open all day New Year's.

FOR SALE—

Maxwell roadster. This car is in fine condition and a bargain.

1001 SO. OLIVE ST.
PACIFIC KISSELKAR BRANCH.

WE HAVE SEVERAL FORDS FOR SALE, CASH OR terms; we have some very good cars which can be bought as low as $200; we have many other cars at very low prices; buy from a reliable house, which will treat you right. Used Car Department, PACIFIC KISSELKAR BRANCH, 1001 S. Olive st.

FOR SALE—ONE 5-PASSENGER MAXWELL TOURing car complete, with Klaxon horn, electric headlight, etc. Inquire owner, MR. LAWRENCE, at Main 5081.

1914 OVERLAND ROADSTER, GRAY & DAVIS starter, cheap.

930 SO. OLIVE ST.

1914 PATHFINDER ROADSTER—

Just like new, elegant upholstering, electric lights, self-starter, extra tire and rim, bumper in front, etc. This is unquestionably the best buy in the city. Need money badly, reason for selling. Car has been left at

THE HOUSE OF BARGAINS,
1069 South Broadway.

WANT 6-CYLINDER NEW STANDARD CAR, 5 OR 7-passenger. Must be high grade. Give 5-passenger 1912 Cutting car and lot, lots or bungalow. Chance to make good deal. G. C. DENNIS, 225-6 Security Bldg. Main 1082—A3462.

FOR EXCHANGE — 14 HEAD OF MARES, ALL bred to stud stallion. A splendid opportunity for man with cheap pasture feed. For late model automobile.

707 EAST 7TH ST.

CADILLAC ROADSTER—A GUARANTEED CAR, BY a responsible business man; $450 cash; no dealers. Inquire 1834 S. MAIN ST.

OAKLAND 5-PASSENGER WITH STARTER, ELECtric lights and in fine shape. Phone and let me describe it fully. 60249; Main 7877.

1915, 5-PASSENGER FORD THAT HAS RUN LESS than 1000 miles; am leaving city and wish to dispose of this car at once. Car is brand new, and will be sold at a sacrifice. 1615 TOWERMAN.

ELECTRIC COUPE, FIVE-PASSENGER, DOUBLE-drive Ohio, new batteries; car looks and is same as new; cost $3350; any reasonable offer will be accepted. Terms if desired.

SMITH BROS.,
1624 Figueroa st.

FOR SALE — REGAL UNDERSLUNG ROADSTER, newly painted fully equipped, $350. Call morning at 452 E. 47TH ST.

FOR SALE—$350 CASH TAKES 4-PASSENGER Hupmobile in fine condition. No trades. BULL, 2500 N. Main and Ave. Phone Hollywood 2484.

FOR SALE—¾-TON CADILLAC TRUCK, JUST overhauled, worth $200. Sell for $85 quick. Call 408 CHAMBER COMMERCE. Main 2432.

RESPONSIBLE PARTY WOULD MAKE LOAN ON auto for use of same. F7087.

WANTED—A TRUCK FOR CLEAR LOT. CALL Hollywood 2584. 1200 N. NORMANDIE.

WANTED—FORD AUTOMOBILE. CALL EAST 3149.

Electric Automobiles.

FOR SALE—ATTENTION: ELECTRIC CAR BUYER, $1500 for late model, 4-passenger reversible front seats; $3000 late model electric coupe in perfect condition; absolutely a snap. 60249. Ask for MR. WOODS.

SEE US BEFORE YOU BUY YOUR ELECTRIC; largest stock, best values always; full equipment, thorough instruction, and our guarantee with every sale. Read for list. ELECTRIC CAR EXCHANGE, 1602-04 W. Washington st. West 1044. 72807.

For Hire—Automobiles.

DOLLAR PER HOUR—BRAND NEW 5-PASSENGER Cadillac automobile, easy riding, comfortable, stylish, sightseeing, shopping or business; prompt service; experienced, careful, courteous driver. SOUTH 6606.

FOR DEPENDABLE AND SATISFACTORY SERVICE try our fine, comfortable, roomy, up-to-date Chalmers, $1.25 per hour. Any time, place or purpose. Capable driver. 560128, Wilshire 770. McCULLOCK.

FOR HIRE—75c AND $1.00 HOUR, OVERLAND. Careful driver. Special attention given invalids. SOUTH 2485.

TAKE THE BEST—

Luxurious and easy-riding 40-H.P. Lexington touring car, $1.25 per hour. First-class driver. Always ready. 750626. West 5900.

IF YOU WANT AN EASY-RIDING CAR TRY MY 5-passenger Cadillac, $1.25 per hour; careful driver, always ready. Phone 72010; and WEST 6834.

FOR HIRE — NEW 5-PASSENGER AUTOMOBILE, with careful, courteous driver, only $1 per hour; anywhere, any time; best of service and attention. MR. STILWELL, Wilshire 942 or Home 56757.

FOR HIRE — ROADSTER, 5 AND 7-PASSENGER autos, with or without drivers, at reasonable rates. Call SCHILLING 25784. West 5095.

NEW 1915 STUDEBAKER, PRIVATE CAR, CAREful driver, $1.25 per hour. VERMONT 3668 or 30580.

CHAUFFEUR SERVICE, DAY OR NIGHT, ONLY $2. BROADWAY 1856.

ONLY $1.25 YOUR HIRES 5-PASSENGER LATEST model Buick; easiest riding cars. HOLLYWOOD 2448. 58423.

FOR HIRE — ROADSTERS, 5 AND 7-PASSENGER WITH OR WITHOUT DRIVERS; RATES REASONABLE. MR. BILLE, SOUTH 401. 23931.

1915 CLASSY AUBURN AND MITCHELL CARS 5 and 7-passenger, $1.25, $1.75 hour. 79450. VERMONT 3067.

TO LET—PRIVATE AUTOMOBILE FOR NEW Year's Day. Special rates to parties. Phone BROADWAY 6659.

$1 PER HOUR. NEW 5-PASSENGER OVERLAND auto; experienced, careful driver for sightseeing and business. O. G. MAXWELL. Phone 54356.

$1 PER HOUR, NIGHT OR DAY. $5 DAY. 5-passenger Ford. BROADWAY 5094.

NEW FORD, NEW YEAR'S $1 AN HOUR. RATES by day. BOONE F4758.

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75 CENTS PER HOUR, NEW 5-PASSENGER AUTOmobile and driver, $6 day. SOUTH 8722.

FOR HIRE—$1.25 PER HOUR. LARGE 5-PASSENger auto, any time, place. WEST 663.

$1 PER HOUR—X-L-N-T AUTO LIVERY. LARGE east-riding 1915 model cars. BROADWAY 8279.

FOR HIRE—5-PASSENGER FORD, $1 PER HOUR. Call GARVER, South 275.

CHANDLER, SIX 1915 CARS FOR HIRE, $1.25 PER hour. FOSTER, Main 1183, F2614.

Motorcycles.

FOR SALE—MOTORCYCLE, INDIAN, 7-H.P., SPECial racer, bargain price; Flying Merkel, 7-H.P., 1912, guaranteed first-class condition; Bradford Dayton, 50-H.P., 7-passenger, A1 condition, $450 cash. 730 N. BROADWAY. Main 8140.

INDIAN MOTORCYCLE, 1914, 5-H.P., 2-SPEED electric lights, head and tail light, speedometer, luggage carrier, perfect condition, $75 cash, $80 terms; cost $315.

Flying Merkel bicycle, double bar, mud guards, new tires, electric lights, Thor handle bars, perfect condition, $75 cash; cost $85.

1222½ W. 27TH ST. Phone 22536.

WANTED—TO BUY NEW OR ALMOST NEW MOtorcycle to use for collecting. Positively no junk considered. Must be low for spot cash. E. H. WEAVER, 318 West 6th st.

MOTORCYCLES, $1.50 PER DAY. GARAGING charge $2.50 and up. Address WALTER ALLEN, 1102 Olive ad.

FIERCE 4-CYLINDER IN BEAUTIFUL SHAPE. Look at it and make offer. 60249; MAIN 7877.

Wagons and Carts.

GOOD HEAVY FARM WAGON, $65; FULL LINE harness; also new and second-hand farming tools at SCOTT'S PLACE, 135 S. Los Angeles st.

Bicycles.

INDIAN MOTORCYCLE, 1914, 5-H.P., 2-SPEED electric lights, head and tail light, speedometer, luggage carrier, perfect condition, $75 cash, $80 terms; cost $315.

Flying Merkel bicycle, double bar, mud guards, new tires, electric lights, Thor handle bars, perfect condition, $75 cash; cost $85.

1222½ W. 27TH ST. Phone 22536.

FOR SALE— Agricultural Implements and Vehicles.

FOR SALE—RANCH TOOLS, PUMPS, ENGINES, tanks, mills.

Why buy new?
Save you half.

Our prices absolutely the cheapest serviceable material can be produced for; stock includes engines, 2 to 60-h.p., plows, harrows, cultivators, headers, binders, tractors, corn shellers, fan mills, ensilage cutters, drill presses, pipe, fittings, gates, cylinders, deep-well plungers and centrifugal pumps, redwood tanks, 2000 to 50,000 gallons.

Make new galvanized tanks.

1000, $19.50; 2000, $26.50; everything used on ranch. Call, write office, DEMMITT COMPANY, 120 N. Main, 15191; Broadway 1984.

BARGAIN PRICES, FARM IMPLEMENTS, WAGONS. All goods new and absolutely guaranteed. See us before buying and save 20 to 33 1-3 per cent.

DIXON & GRISWOLD,
Successors to Western Implement Co.,
Phone Main 9447. 229-231 E. Los Angeles st.

FOR SALE—ONE 16x22 SANDWICH POWER HAY press, very slightly used, $500. The PORTLAND RANCH, Lancaster, Cal.

LIVE STOCK FOR SALE— Horses, Mules, Cattle, Etc.

FOR SALE—

THE UNION HORSE AND MULE CO.,
609 E. Seventh st.,

Wish All a Prosperous New Year.

We furthermore wish to announce that if you are in the market for either heavy drafts, drivers or saddle horses, you can always find a large assortment at our auction and commission yards. We always have on hand from one to carload lots.

We can also supply you at any time a carload of cheap brood mares.

We have from two to five carloads of horses, mares and mules, as well as a large assortment of wagons, buggies and harnesses of all descriptions, at our weekly auction sales on Friday at 10 a.m., or at private sale at any time.

Every animal sold by us is sold with a guarantee to be as represented or your money will be cheerfully refunded.

When in the market for anything in our line don't fail to come and see us. It will pay you.

Highest prices paid for horses, mules, wagons, etc.

UNION HORSE AND MULE CO.,
609 E. Seventh st.
Main 8517.

Reed & Hammond Auctioneers.

FOR SALE—

HAPPY NEW YEAR

To all of our newly-made customers and patrons of the old Blue Ribbon Auction and Commission Stables, 757-759 San Pedro st.

Mr. H. L. Towers and Mr. H. D. Lambert, now located at the above address, and successors to the old Blue Ribbon, doing business in a fair and square way to all.

To be convinced make us a visit, as we always have a fresh lot of horses and mares to pick from. Mr. Lambert, being an experienced, keen buyer, always keeps the barn well supplied with fresh stock, any size or color, matched pairs if desired.

TOWERS & LAMBERT'S
HORSE AND MULE MARKET,
757-759 San Pedro st.
Main 2374.

FOR SALE—

TO ALL:

THE HAPPIEST AND MOST PROSPEROUS

NEW YEAR.

Regards from George Sterling, proprietor of the St. Louis Stock Yards,

614 E. SEVENTH ST.

I have been in Los Angeles about six years and have sold and handled over 5000 head of horses and mules.

We give entire satisfaction to everyone who has had dealings in my yards.

My instructions to my salesmen are to treat everyone with fairness and squareness.

Call and make us a visit, as we always have on hand a large supply of horses, mares, mules, wagons and harnesses of every description,

ST. LOUIS STOCK YARDS,
614 E. Seventh st.

Office Phone, Broadway 4762.
Residence Phone, Vermont 578.

FOR SALE—

THREE BIG AUCTIONS
Each Week.

731 SAN PEDRO ST.

Mondays, 10 a.m.
Thursdays, 10 a.m.
Saturdays, 10 a.m.

HORSES—MULES—WAGONS.

Buggies and harnesses.

Consignments solicited.

From 100 to 150 head of horses and mules on hand at all times.

Oldest-established auction in California.

SNOWDEN & HISEY, Props.
Main 1047. F7333.
WM. SNOWDEN, Auctioneer.

FOR SALE—

JUST ONE WORD

to the people who want to buy horses and mules.

We have on hand at all times from twenty to forty head of stock and will sell under an absolute guarantee and if said stock is not as represented, return them and we gladly return your money as cheerfully as we first took it. Give us a call and we will please you.

We also buy wagons, harnesses, horses and mules at

808 EAST THIRD ST.

STOCK BUYER—

J. HENRY LETTOW, LOS ANGELES, CAL.

Live-stock judge and commission buyer, will locate and help select your

Dairy Cows,
Feeders,
Stock Cattle,
Hogs of Any Kind

on a very reasonable basis. Have large list of live-stock breeders and feeders to deal with, and can buy or sell for you in any Pacific Slope State. Write me what you want, I'll do the rest.

EXCHANGE BLDG.

FOR SALE—

A MOST PROSPEROUS

THE CITY
AND ENVIRONS.

EVENTS BRIEFLY TOLD

Steals Library Book.

The theft of a book on Italian opera from the Los Angeles public library resulted yesterday in Court Scharlach being fined $5 by Police Judge White. Mr. Scharlach, who resides on West Jefferson street, was arrested on complaint of J. L. Wheeler, assistant librarian.

Steals Bogus Coins.

The burglar who stole $40 in currency and some small change from the drug store of C. W. Short at No. 4400 South Park avenue, will be surprised when he tries to pass some of the money. Among the small coins he will find about $4 of bogus coins which the druggist had accumulated.

Federal Building Today.

There will be but one delivery of mail by carrier today, and the general delivery, parcel post and registry division windows will be open in the morning from 9 to 10 o'clock. All other departments will be closed in honor of the New Year. Every office in the Federal building will be closed.

In Women's Apparel.

While masquerading in women's wearing apparel, Walter Pierce, a clerk who lives at No. 303 North Hill street, was arrested on Broadway early last night by Detectives King and Oaks. He appears to have passed several officers and none detected his disguise. He is held for investigation, the police believing that he may have been arrested before on a similar charge.

Too Much of a Joke.

One of five men arrested during a recent raid gave his name to the police as Mike Franklin, probably intending it as a joke on the real Mike Franklin, a prominent New York business man, who passes his winters in Los Angeles, and is now here. Mr. Franklin considers it too much of a joke to be funny. It appears the joker artist's name is Franke.

Free Bible Class Tonight.

The Handen Union Bible Class will meet this evening at the Y.M.C.A. Rev. Robert A. Hadden will deliver an address on the theme, "The Anti-Christ—a Person or a System?" Each Friday evening he will talk upon what the Scriptures teach concerning the second coming of Christ. The classes are free to both men and women.

Death of Patriotic Woman.

Mrs. Mary E. West died at No. 1038 Santee street, yesterday, aged 77 years. She was the mother of Mrs. Edith M. Schauber of this city, and was Past Department Chaplain of Colorado and Wyoming. The funeral service will be held at the chapel of W. A. Brown Sunday afternoon at 2:30, in charge of Stanton Relief Corps. The body will be taken to Denver for interment.

For Los Angeles Day.

Tickets for the Chamber of Commerce's excursion to San Diego for Los Angeles Day, the 9th inst., will go on sale at the office of the chamber Monday. A brass band made up entirely of chamber members is being organized to furnish music en route to the exposition city. A special train will be chartered for the trip as soon as the number of reservations is definately known.

Are You Interested?

All interested in South American trade are urged by officers of the Chamber of Commerce to attend the luncheon at the Alexandria at noon Monday in honor of the Hon. John Barrett, director-general of the Pan-American Union. Mr. Barrett's subject, according to telegraphic advice yesterday, to Secretary Wiggins of the chamber, will be "Pan-American Commerce—Its Practical Meaning to Los Angeles."

Close of Art Exhibit.

The exhibit of the California Art Club closed last night in the Blanchard art gallery with an auction of a number of pictures that were left unsold. It was a poor night for an auction, the crowd was small, and only a small portion of the pictures was sold. The money was all for the fund to relieve distress among artists of war-torn Europe. Following the sale there was an exhibit of living pictures on the small stage at the end of the gallery.

Temple B'nai B'rith.

The first Sabbath services for the year 1915 at Temple B'nai B'rith, Dr. Hecht officiating, will be held this evening at 8 o'clock and tomorrow morning at 10:30, with the children's service preceding at 9:45. The service tonight will be in the nature of a song and praise service, at which Prof. Wald's setting will be used for the musical part of the service, which will also include the new composition of the Twenty-third Psalm, by H. G. Miller, a local composer, rendered by the tenor of the Temple Quartette, Mr. G. Haydn Jones. Dr. Hecht will speak briefly on "The Change of Years." Tomorrow morning he will speak on "Life's Drama," suggested both by the Scriptural lesson of the day and by the season of the year. At 9:45 he will address the children at their service.

DOT

SLEEP-WALKER BLEEDS DEAD.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH]

SANTA BARBARA, Dec. 31.—John Stickney, walking in his sleep, stumbled against his bedroom window, shattering a pane, and a fragment of glass cut into his arm, severing an artery.

The accident did not arouse him, and he bled to death, the body being found in his bedroom this morning, the telltale fragment of glass still sticking in the wound mutely testifying to accidental death.

Occupants of an adjoining room heard the crash of glass but interpreted it as merely another of the sleepwalker's small mishaps, and so did not investigate.

BODY STILL WAITS.

Philadelphia Relatives of Man Found Dead Fail to Send Instruction for Burial.

[LOCAL CORRESPONDENCE.]

TROPICO, Dec. 31.—The body of John D. Gallagher, who was found dead on Christmas Day in a vacant house on San Fernando road, is still lying at the parlors of Pulliam's mortuary waiting for word from the relatives in Philadelphia who were notified several days ago of the young man's untimely end.

Postoffice officials here report that the receipts for the present season are greater than at any time in the history of the local office. The free delivery has recently been extended as far as the Atwater tract on the west and south as far as the Los Angeles city limits. This extension has necessitated extra carriers and increased materially the work of the office.

BEAUMONT BRIEFS.

[LOCAL CORRESPONDENCE.]

BEAUMONT, Dec. 31.—The Southern California Edison Company has begun the installation of the electric street lighting system recently contracted for by the Board of City Trustees. Thirty-two street lights are being installed, the system entirely covering the business district and extending over a large part of the residence section. It is stated that the lights will be turned on within ten days.

GRADING STREETS.

A force of about forty residents of the Beaumont Valley have been employed this week in grading and surfacing with gravel Beaumont avenue, which is the leading thoroughfare extending north of this city through the orchard district to Oakglen, nine miles distant. The work has been done voluntarily by the people residing in the territory through which the road passes, and the county will be at no expense for the improvement, which would cost in the neighborhood of $1600.

BUSINESS BREVITIES.
[Advertising.]

Orange County Table Water analyzed by Dr. Koebig, formerly of Leipsic University, highest authority on table waters in the world. It was ordered for officers of entire fleet from San Diego to San Francisco "as a relief from distilled water we are forced to drink on long voyages." Shipped fresh every day. 5 gals., 40c. 52082, Main 9239.

Commence the new year right by dancing at the popular Jardin de Danse, corner Eighth and Spring streets. Big orchestra, most perfect dance floor in the entire West. Admission, 10 cents.—[Advertisement.

The New Rosslyn Hotel, corner Fifth and Main sts., will serve two New Year's turkey dinners today, from 11:30 a.m. to 2 p.m. and from 4:45 p.m. to 7:30 p.m. Hart Bros., proprietors.

For quick action drop answers to Times "liners" in Times' liner boxes in downtown office buildings. The locations of the boxes are printed in the first column of The Times "liner" section.

We guarantee to stop your hair from coming out, heal itching scalp, remove dandruff and grow new hair in thirty days or no pay. 626 Grosse Bldg., Sixth and Spring sts.

Reduced prices, motto cards, etc. C. D. Larson's books, 25 per cent. discount this week only. Metaphysical Library, 911 Black Bldg. A1715.

Teachers' classes, 4 p.m. daily. Speaking voice, reading, modern drama, bodily expression. Ida M. Leonard Studio.

The Times Branch Office. No. 619 South Spring street. Advertisements and subscriptions taken.

Personal culture courses. Ida M. Leonard Studio, A2855.

The Exclusive Specialty House for Feminine Apparel
Garments of Style, Quality, Lowest Prices

Myer Siegel & Co.

443-445-447 South Broadway

Wishing
A Happy New Year

For tomorrow (Saturday) Jan. 2d.
We Offer Your Choice
of Over 200 Garments
including
Women's, small women's and misses'
Dresses, Suits & Coats $12.75
Heretofore $19.50 to $35.00, at.... (Second Floor)

Closing Out
A special line of
Girls' Coats
Sizes 8 to 14 years
Coats for Motor and
General Utility Wear.
Heretofore $7.50, $10 and more, at..... $5.00

Girls' Trimmed Hats
2 to 14 years—Heretofore $4 to $15,
now ..... 75c to $7.85
(Third Floor)

Garments of Style, Quality, Lowest Prices
The Exclusive Specialty House for Feminine Apparel

Just What
This Shop Means to You

It means a shop that is unique of its kind.

A place where you know exactly what you are getting in leather.

Where you are also sure that what you are buying is new and correct.

Where the all-important little things—like fittings, linings, hardware—are handsome and durable.

Where there is nothing unreliable or shoddy for you to get hold of by mistake.

Where, as a result, every purchase gives you that thorough kind of satisfaction that brings you back for something else.

INDESTRUCTO
LUGGAGE SHOP
224 West Fifth

Sunset Main 2582. Home F1767.
What Have You to Sell?
Call us up for best bargains.
ARNOLD FURNITURE CO.
Seventh and Los Angeles Streets
830-32 South Main Street

AUCTION.
Now at Our New Store
1053-5 MAIN ST, AT 11TH ST.
Regular auctions at our store every Tuesday and Thursday afternoons. Household goods. Consignments solicited. REED & HAMMOND.
F3545. Broadway 2860.

THOS. B. CLARK
General Auctioneer and
Importer of Antique Furniture.
840 SOUTH HILL STREET
F1907. Broadway 1921.

Rhoades & Rhoades
REAL ESTATE, LIVE STOCK,
AND GENERAL AUCTIONEERS.
Guaranteed estimates on household furniture or bought outright for cash. Salesroom 1501-3-5 S. Main. Both phones—Main 1259; Home 25679.

AUCTION
J. J. SUGARMAN,
Auction and Commission House,
General Auctioneer,
Furniture, Merchandise, Fixtures, Office and Salesrooms, 113-114-115 Court St.
(Between Spring and Main)
Main 8114 —PHONES— F4810

Auction!
Elegant furniture of residence
6823 DE LONGPRE AVE. (Hollywood)
MONDAY, JAN. 4, 9:30 A.M.
Magnificent De Luxe Bungalow, also furniture.
MONDAY, JAN. 11, 9:30 a.m.
8285 Virginia Ave., cor. Hobart (Hollywood)
STROUSE & HULL, Auctioneers. Main 2161.

GEADE'S GOUT PILLS
The Old and Popular Remedy for Gout, Rheumatism, Sciatica, Lumbago; pains in head, face and limbs. All druggists.
E. FOUGERA & CO., Inc.,
Agents for U.S., 90 Beekman St., N.Y.
No increase in price.

SAVE MONEY BY BUYING THIS
TERMS.
Largest Factory. Better Material. Better Workmanship. Better Service.
New Location. Exhibit and Office. 1336 So. Hill St. Walker Portable Cottage Co., Inc., "9th Year." Bdwy 2686; 25361.

Foo & Wing Herb Co.
Have never moved from
903 S. Olive St.
T. FOO YUEN,
Herbalist.
More than 20 years at this location. You are invited to call.

Myers Land Company
HILLANDALE TRACT.
In the Garvanza Highlands on Eagle Rock Avenue, at Los Angeles City limits. Lots $350 to $750. Easy terms. After all there is no better investment than good Los Angeles real estate, and now is the time to buy.
106 SOUTH AVENUE 64

Pacific Coast Casualty Company
BRANCH HOME OFFICE:
Van Nuys Bldg., Los Angeles, Cal.
F. H. FINNEN, Manager.
Phone Main 1018 Phone F3408

Pioneer Roofing
MADE, LAID AND GUARANTEED BY PIONEER PAPER CO. 247-251 S. LA. St.
Covers California

You can be proud of what you buy here
Duncan-Seamans Co.
JEWELERS
743 BROADWAY

QUICK MEAL STOVES
The gas cook stove that simplifies cooking. Ask the cook!
Cass-Smurr-Damerel Co.
412 S. Broadway.

BLUM
Biggest, Best, Busiest Leading Dry Cleaners
Phones: Home 10675—South 675.

Taka & Co.
301 South Broadway.
For Gifts Send
JAPANESE GOODS
Cor. 3rd and Broadway.

ASTHMA
ASTHMA with THIRIAKA, and am curing many others. No relapse. No return. I solicit the worst cases. Full test of this new antidote free. 427 UNION LEAGUE BLDG., 2nd and Hill Sts

Joseph Shawood

Yet with all their faults, there's something in their favor.

Think of the chicks that tango—and refrain from cursing the dance.

Think of the checks and the stripes and plaids we've been able to import, at prices that, minus the war, would be impossible.

And then appreciate what the war's doing for you.

And act!

$40 Suits to Order,
$19.75
A. K. Brauer & Co.
TAILORS TO MEN WHO KNOW.
Two Spring Street Stores
345-347 and 529-527½

WEEPING ECZEMA ON CHILD'S HEAD

Became Inflamed. Used Cuticura Ointment. Month Eruptions Disappeared and Hair Grew Back.

Hair Came Out. Soap and Cuticura In Less Than Hair Grew Back.

Cimarron, Colo.—"My little girl had weeping eczema several years ago. Pus oozed out of the pores of the scalp in a spot as large as a dollar. Then it puffed up and became inflamed. In the same place the hair came out. The child exclaimed when I combed her hair near the affected part or washed it.

"I used medicines for about six months and it dried up for a while and then started again. When I used Cuticura Soap and Ointment the eruptions disappeared in less than a month and her hair grew back." (Signed) Mrs. Chas. Carmey, Sept. 30, 1914.

Many estimable lives have been embittered by skin afflictions, due, in most cases, to neglect in infancy and childhood. Delicate skins readily become irritated and severe eruptions develop. Then treatment after treatment is tried and found wanting until life becomes a nightmare of torture which Cuticura might have averted.

Sample Each Free by Mail

With 32-p. Skin Book on request. Address post-card "Cuticura, Dept. T, Boston." Sold throughout the world.

Japanese Water Gardens

A fascinating diversion for everyone, charming table decoration. WASABI PLANT — Grows rapidly in plate of water. Roots to grow plant and farm garden together with tiny Japanese figures of house, bridges, boats, fish, storks, lamp, lantern, pagoda, men, women, etc. Sent postage prepaid for one dollar. Larger collections $2.00.
Miniature Garden Company,
620 West 9th St., Los Angeles, Cal.

ANCHOR DENTURE PLATE — NO-ROOF
Anchor Painless Dentists
322-324 S. Broadway
Op. Hamburger's.

Suit and Overcoat
Special Prices
$14.45 and $18.45.
SCOTT BROS.,
425-427 So. Spring St.

PACIFIC FACTORY-BUILT HOUSES
Large exhibition grounds open all day today. Come and see these homes and be convinced of the exceptional values offered.
Pacific Portable Const. Co. (Inc.)
1420 S. Hill St Los Angeles.

PERSONALS.

A. A. Gates, a hotel owner of Greenville, S. C., and J. W. Young, former manager of the Metropole Hotel, New York, are registered at the Lankershim. Other guests at the same hotel are L. E. Gibson, implement dealer of Detroit; J. G. Scrugham, mine operator of Reno, and W. H. Bucher, cattle dealer of Kingman.

S. M. Bickford, coal mine operator, Mrs. Bickford and their two children of Pittsburgh, arrived at the Hayward yesterday for the winter season. S. M. Rohring, shoe dealer of St. Louis; J. P. Scott, merchant of San Bernardino, and Mr. and Mrs. G. B. Rondebush, tourists from Syracuse, are at the same hotel.

The guests at the Alevandria include O. J. Barrett, capitalist of New York; J. E. Watson, bond broker of New York City; L. R. Eakin, mine operator of Denver; O. L. Oldham, cattle dealer of Dallas, and E. P. Larrabin, lumber dealer of Bellingham, Wash.

L. M. Head, land dealer of Niland, is at the Clark, and also Mr. and Mrs. William Hibbler, tourists of Detroit, who are here for the winter; J. W. Atterbury, banker, and Mrs. Atterbury of Buffalo, and J. H. Watt, retired merchant of Portland.

Among the arrivals at the Hollenbeck yesterday were J. H. Tripps, cattle dealer of Heber; F. S. Thorp, merchant of Phoenix, and J. R. Gabbert, newspaper publisher, and Mrs. Gabbert of Riverside.

Mr. and Mrs. R. E. Whitley recently spent several days on the Tejon ranch, in which Mr. Whitley is interested. Parties on horseback and by auto to the snowclad foothills and through the orange groves, a Christmas tree and celebration for the ranch children and visiting friends, hunting and swimming, were all enjoyed within the boundaries of the 280,000-acre ranch.

THE WEATHER.
[Official Report.]

LOCAL OFFICE, U. S. WEATHER BUREAU, Los Angeles, Dec. 31.—[Reported by Ford A. Carpenter, Local Forecaster.] At 5 o'clock a.m. the barometer registered 30.06; at 5 p.m., 29.90. Thermometer for the corresponding hours showed 54 deg. and 64 deg. Relative humidity, 5 a.m., 61 per cent.; 5 p.m., 46 per cent. Wind, 5 a.m., northwest, velocity 6 miles; 5 p.m., northeast, velocity 5 miles. Highest temperature, 66 deg.; lowest, 53 deg. Rainfall for season, 4.25 inches. Barometer reduced to sea level.

WEATHER CONDITIONS.—The pressure is steadily diminishing over the United States owing to the decrease in intensity of the areas of high barometer and the advent of another low area from British Columbia. The pressure is comparatively high over Colorado and Arkansas, and relatively low elsewhere. This distribution brought moderating temperatures to the greater part of the country, with only markedly colder weather to Tennessee and southerly into Florida. At Knoxville it was 14 deg. colder than Wednesday, and 18 deg. colder at Jacksonville. The influence of the area of the Colorado high pressure, in conjunction with the southwestern depression, will give Los Angeles and vicinity continued pleasant temperatures with increasing cloudiness Friday.

NEW YEAR'S BULLETIN.—Rain occurred on three New Year's days, viz.: 1870, 1883 and 1910, on which dates .07 of an inch, .22 of an inch and .72 of an inch fell respectively. It will thus be seen that rain falls on an average of one New Year's day in twelve. The mean temperature for the first day of January is 53 deg.; the warmest, 70 deg., was in 1898, and the coldest, 45 deg., in 1907. The highest temperature recorded on any New Year's day was 84 deg., in 1896, and the lowest maximum temperature, 51 deg., in 1907. The highest minimum, 57 deg., was registered in 1899, and the lowest minimum, 35 deg., occurred in 1884.

LOCAL FORECAST.

For Los Angeles and vicinity: Increasing cloudiness Friday; not much change in temperature; northerly winds, veering to westerly.

For California south of the Tehachapi: Generally cloudy Friday.

STATE FORECAST.

SAN FRANCISCO, Dec. 31.—Weather forecast: San Francisco and vicinity: Cloudy Friday; light easterly wind.

Sacramento, Santa Clara and San Joaquin valleys: Cloudy Friday; light easterly wind.

California south of the Tehachapi: Cloudy Friday; light east wind.

ARIZONA FORECAST.

WASHINGTON, Dec. 31. — Forecast for Arizona: Fair Friday and Saturday.

YUMA (Ariz.) Dec. 31.—[Exclusive Dispatch from the U. S. Reclamation Service.] Gauge height Colorado River, 17.45 feet.

VITAL RECORD.

MARRIAGE LICENSES.

The following marriage licenses were issued yesterday. Name and age given.

BARNARD—NYE. Roy Barnard, 27; Alice W. Nye, 26.

BEHNKE—HEINER. Alfred A. Behnke, 25; Eleanora Heiner, 19.

BLIGHT—LA SANCE. Montague P. Blight, 39; Mary C. La Sance, 34.

CANO—LAVINE. Henry D. Cano, 27; Rose B. La-Favine, 23.

CARRASCO—GORDON. Arcadio G. Carrasco, 30; Lilia Gordon, 27.

COLE — WILLIAMS. George E. Cole, 32; Maud B. Williams, 24.

COOK—GAYLORD. Ola K. Cook, 23; Letha M. Gaylord, 19.

CORPE—DOBYNS. Goodspeed S. Corpe, 21; Frances Dobyns, 18.

COSGROVE—ELLISON. Clarence W. Cosgrove, 60; Elizabeth Ellison, 44.

CRAIG—SMALL. Alred W. Craig, 26; Amy R. Small, 27.

CROWELL — BEYER. Todd Crowell, 22; Madelina Beyer, 19.

DELUDE—CAYER. Noah Delude, 40; Leah Cayer, 30.

DOAN — PIERCE. Joseph B. Doan, 25; Lena A. Pierce, 24.

DURIG—GREEN. Henry A. Durig, 20; Robin Green, 19.

EHRKE—VOTOT. Hubert W. Ehrke, 25; Ellen H. Votot, 21.

FRAME—KEMP. Ford W. C. Frame, 21; Gladys T. Kemp, 21.

GONSALES — HENDERSON. Lawrence A. Gonsales, 24; Emma M. Henderson, 20.

GOODNOW — STONE. Lawrence A. Goodnow, 23; Lena R. Stone, 21.

HALL—BUTTKER. Guy G. Hall, 34; Clara B. Buttke, 26.

HAYES—GALLUP. Herbert S. Hayes, 23; Ira Gallup, 21.

HERMANSON — ELLIOTT. Howard W. Hermanson, 23; Flor M. Elliott, 18.

HOWLAND—KYDE. Robert S. Howland, 34; Blanche S. Keim, 33.

KRAMER—GRIDLEY. Frank M. Kramer, 25; Sarah A. Gridley, 22.

KRIVANSKY—KARABAS. Vito Krivansky, 22; Jennie Karabas, 21.

LAUGHLIN—REID. Thomas P. Laughlin, 24; Bess N. Reid, 20.

LEAVITT—NELSON. Lawrence Leavitt, 23; Jennie E. Nelson, 16.

LOUDENSLAGER—BABCOCK. James M. Loudenslager, 22; Madeline C. Babcock, 20.

MAGEE—KELSO. William F. P. Magee, 33; Bessie B. Kelso, 26.

MARTIN—ENGELSMAN. Walter G. Martin, 25; Wilhelmina Engelsman, 22.

MASON—CLEVTON. Alfred B. Mason, 28; Gladys A. Clifton, 21.

MAYA—GORTARI. Felipe Maya, 31; Amalia Gortari, 27.

MILLER—GARRISON. Martin L. Miller, 23; Lucretia E. Garrison, 22.

NOLTON—VARBOUGH. Owen W. Nolton, 21; Ruth A. Varbough, 18.

PISHON—STONE. Charles K. Pishon, 28; Margaret M. Stone, 21.

REESE — EWELL. Joseph A. Reese, 24; Mildred Ewell, 22.

REINERT—THOMPSON. Otto W. Reinert, 31; Katherine M. Thompson, 31.

SANDSTEDT—CHAPPEL. Carl E. Sandstedt, 22; Bessie Chappel, 20.

SCHIPPMANN—SMITH. Rudolph E. Schippmann, 25; Rachel Smith, 17.

SEPULVEDA — RAMOS. Philip R. Sepulveda, 27; Georgia Ramos, 18.

SMITH—CARR. Lisle G. Smith, 21; Ellen T. Carr, 23.

SPRINGER—FISCH. Thomas E. Springer, 20; Jessie M. Fisch, 21.

STRESINGER — GARDNER. Marvin J. Stresinger, 28; Lillian T. Gardner, 25.

STROUL — BREEN. Charles A. Stroul, 27; Lenore Breen, 21.

TAFT—ROGERS. A. T. Taft, Jr., 25; Edna M. Rogers, 25.

TOMPKINS—HYDE. William E. Tompkins, 50; Harriet Hyde, 44.

TROWBRIDGE—EASTMAN. Eugene L. Trowbridge, 24; Mary J. Eastman, 24.

TURNER—PHILPOTT. Beryl R. Turner, 22; Marion G. Philpott, 19.

WAGGONER—ASHBY. John A. Waggoner, 31; Julia A. Ashby, 24.

WHIMS—ERIKSEN. Newton McL. Whims, 36; Henrietta Eriksen, 26.

WOODS — DYER. Leo Roy Woods, 34; Amanda E. Dyer, 36.

YOCKEY—ALFORD. Frederick F. Yockey, 35; Lula Alford, 33.

BIRTHS.

Names, sex, place and date of birth.

BLACK, Mr. and Mrs. Samuel, Daughter, 423 Centennial street, December 8.

BONFILIO, Mr. and Mrs. Philip, Boy, 1929 Mount Royal, December 27.

CHIAROTTI, Mr. and Mrs. Mateo, Boy, 737 Clara street, December 28.

CONNELLY, Mr. and Mrs. John C. Boy, 3124 Wabash avenue, December 18.

CORBETT, Mr. and Mrs. James W. Boy, 2401 Wabash avenue, December 20.

DAMIERE, Mr. and Mrs. Edwin W. Daughter, 1718 West Fifty-sixth street, December 28.

DAVIS, Mr. and Mrs. F. A. Daughter, 804 Blade street, December 26.

DENNING, Mr. and Mrs. Jeremiah C. Daughter, 134 North Thomas street, December 24.

DE TORO, Mr. and Mrs. Alfonso, Daughter, 1339 East First street, December 29.

EVANS, Mr. and Mrs. Humphrey M. Boy, Good Samaritan Hospital, December 27.

GARCIA, Mr. and Mrs. Julian, Daughter, 1617 Thirteen street, December 28.

GERLACHI, Mr. and Mrs. Karl F. Daughter, 2903 Duane street, December 26.

JOHN, Mr. and Mrs. Murray A. Daughter, 421 West Fifty-fifth street, December 26.

KENT, Mr. and Mrs. Stephen, Daughter, 407 East Sixty-third street, December 29.

KRINSTEIN, Mr. and Mrs. Louis, Boy, County Hospital, December 28.

LONG, Mr. and Mrs. Charles, Boy, 1193 East Fifty-sixth street, December 25.

LUSK, Mr. and Mrs. Clarence, Daughter, 3517 Eagle street, December 20.

MASI, Mr. and Mrs. Frank, Daughter, 3673 Gillig street, December 23.

MASTROGIACOVIO, Mr. and Mrs. Frank, Boy, 616 Lookout drive, December 28.

McMILLAN, Mr. and Mrs. Marion A. Daughter, 2199 Wave street, December 20.

MONTIJO, Mr. and Mrs. Jesse, Boy, 1737 East Twenty-fifth street, December 15.

MORGAN, Mr. and Mrs. Thomas E. Daughter, 2342 West boulevard, December 20.

OGLESBY, Mr. and Mrs. Arthur, Daughter, 1359½ South Lawrence street, December 30.

PENROSE, Mr. and Mrs. Roland, Daughter, Good Samaritan Hospital, December 27.

RAMIREZ, Mr. and Mrs. Pedro, Boy, County Hospital, December 31.

REBAL, Mr. and Mrs. John F. Daughter, Placita Hospital, December 20.

RICHARDS, Mr. and Mrs. Malcom S. Boy, 1124 South Mott street, December 27.

ROSS, Mr. and Mrs. Frank, Daughter, 127 South Utah street, December 28.

SCOTT, Mr. and Mrs. Dan, Boy, 127 South Utah street, December 25.

SELK, Mr. and Mrs. Frank, Boy, 1821 Albion street, December 24.

SMITH, Mr. and Mrs. William F. Boy, 127 South Utah street, December 29.

ZITTER, Mr. and Mrs. Melvin B. Boy, 229 Evergreen avenue, December 29.

DIVORCE SUITS FILED.

ELLIOTT, Evelyn K. against William P.
HOLLENBECK, Minerva against Charles.
KARR, Minnie R. against Asa R.
MYERS, Anthony against Edna W.
PASCHALL, Jack against Dorris M.
SWALL, Edith F. against Henry F.
WALLIS, Belle against Gilbert W.

DIVORCE DECREES GRANTED.

BINNS, Isabella from Gideon.
CARPENTER, Alice F. from William H.
MORREDEAU, Abraham from Alma I.
PRESCOTT, Elma L. from Burt C.
SHELLEY, Beatrice L. from John F.
SINNOTT, Melbourne C. from Muriel C.
WINDLINGER, Jacob from Flora.

Floral Designs.

Decorations,
Howard & Smith,
Ninth and Olive.
Phones: Main 1745—Home F4502.
Largest flower store on Pacific Coast.

OFFICIAL DEATH LIST.

Name and place of death— Age

BIFFINGTON, Abraham C. Los Angeles... 84
BURCH, Mildred V. Los Angeles... 6
CARUTHERS, Clara. Los Angeles... 39
GRANT, W. H. Los Angeles... 67
HALL, Joel. Los Angeles... 93
HALL, William. Los Angeles... 35
JONES, George. Los Angeles... 43
KRAY, Andrew F. Los Angeles... 55
LONG, Julia A. Los Angeles... 51
MATTICE, Alonzo. Los Angeles... 57
MIRABILE, Angelo. Los Angeles... 9
MYERS, Samuel. Los Angeles... 77
QUINTANA, Tom. Los Angeles... 60
SAVAGE, Edward M. Los Angeles... 51
STUTS, Morris. Los Angeles... 47
WEST, Mary E. Los Angeles... 94

DEATHS.

With Funeral Announcements

BROWN. At No. 2303 West Twenty-third st., Mrs. Rachel E. Brown, beloved mother of Mrs. Heiser of Seattle, Wash., and devoted sister of C. D. Borden of this city.
Funeral Saturday, January 2, at 10 a.m., from the funeral parlors of W. A. Brown, No. 1 South Figueroa.

BUFFINGTON. In this city, Abraham C. Buffington, aged 84 years.
Funeral services at Breese Brothers, 855 South Figueroa street, Saturday at 10 o'clock.

CLARK. December 31, Dr. Alvin E. Clark, aged 58 years.
Remains at Breese Brothers. Notice later.

ELLIS. December 29, Morris Ellis.
Funeral at the chapel of Breese Brothers, 855 South Figueroa, Friday, 11 a.m.

HARRIS. In this city, December 31, 1914, Mrs. Harris.
Funeral will be held at chapel of Bush & Boylson, No. 1147 South Flower street, Saturday, January 2, 1915, at 2 p.m.

HAYES. Passed to rest at his home in San Pedro, Edward Hayes, the beloved husband of Mrs. Hayes and brother of Mrs. M. Morrison, Mrs. Fred Avery and William Hayes of Los Angeles.
Interment at San Diego Saturday, January 2.

HEAVENSTON. At No. 216 West Vernon, December 31, Albert Heavenston.
Remains at parlors of W. A. Brown.

JONES. At Los Alamitos, December 30, Alfred Jones, aged 68 years.
Funeral Saturday at 10:30 a.m. from Breese funeral chapel, No. 842 South Figueroa. Interment, Inglewood Park Cemetery.

KRAY. December 30, Andrew T. Kray, aged 55 years.
Funeral Saturday, January 2, at 8 a.m., from parlors of Cunningham & O'Connor. Requiem mass at Holy Cross Church at 8:30 a.m. Interment, Calvary Cemetery.

LEIGHTON. At No. 2303 West Twenty-third st., December 31, Elizabeth E. Leighton, aged 72 years, dearly beloved mother of Miss Elizabeth Leighton, Elinor M. Leighton of Los Angeles, Mrs. C. E. Barney of Delavan, Ill.
Funeral from chapel of Pierce Bros. & Co., No. 510 South Flower street, Saturday, January 2, 1915, at 3 p.m. Interment, Dujavan, Ill.

MARTIN. In this city, December 31, Nellie B. Martin, aged 34 years.
Remains at the parlors of Pierce Bros. & Co. Funeral notice later.

MELROSE. At San Bernardino, December 31, Gordon Robert Melrose, aged 27 years.
Funeral from chapel of Pierce Bros. & Co., 819 South Flower street, Saturday, January 2, 1915, at 2 p.m.

MORAN. In this city, Ellen Moran.
Remains at Breese Brothers, 855 South Figueroa street. Interment, Omaha, Neb.

NORTON. December 27, 1914, Jonathan M. Norton, husband of V. Alice Norton and father of Orlando Norton of No. 2115 Commercial street.
Funeral services will be held in Rose Hills Cemetery chapel Saturday, January 2, at 1 p.m. Paris, Carmichael & Co., directors.

PALMLEAF. At Graham Station, Mrs. Emma Palmleaf, aged 45 years.
Funeral from chapel of Peck & Chase Co., undertakers, at 10 a.m.

RICHARDSON. In South Pasadena, December 30, 1914, Solomon Richardson, aged 83 years, resident of South Pasadena fifty-three years, native of New Hampshire.
Funeral will be held from residence, No. 1 Wilson avenue, South Pasadena, Saturday afternoon at 10:30 o'clock. Interment, San Gabriel Cemetery.

SAVAGE. At No. 4117 Wall street, December 30, 1914, Edward M. Savage, aged 51 years.
Funeral services will be held at the chapel of Breese Brothers, 855 South Figueroa street, today at 10 o'clock.

WATT. At the residence of his father, James Watt, No. 1562 West Twenty-second street, December 31, James A. Watt, Jr., aged 7 years.
Funeral from the residence Saturday, January 2, at 2 p.m. Friends invited.

WEST. At No. 1028 Santee street, December 30, 1914, Mrs. Mary E. West, aged 77 years, Department Chaplain of Colorado and Wyoming, W.R.C., beloved mother of Mrs. Edith M. Schauber of this city.
Funeral services will be in charge of Stanton Relief Corps W.R.C. Sunday, January 3, 1915, at 2:30 p.m., from the funeral parlors of W. A. Brown, No. 1047 South Figueroa street. Interment Denver, Colo.

WILSON. At the Sisters' Hospital, December 30, 1914, Maud Hartley, beloved wife of W. M. Beck Wilson.
Remains at the parlors of W. M. Strother Hollywood boulevard and Wilcox.
Funeral services will be held Saturday, 2 p.m., at chapel of Rosedale Cemetery. Cremation.

CARD OF THANKS.

We desire to express our sincere thanks to many friends for their words of sympathy and beautiful floral offerings during our late bereavement, the loss of our darling daughter, Celeste Blair.
R. E. BLAIR,
MRS. R. E. BLAIR.

THE "ONE" THOROUGHFARE.

Thousands of Automobiles Will Go to Tournament of Roses Over Fair Oaks Boulevard.

[LOCAL CORRESPONDENCE.]

SOUTH PASADENA, Dec. 31.—Crossing Officer Saylor is looking forward to the busiest day of his career beginning early tomorrow. If all signs do not fail about 2500 automobiles per hour will drive up and down the Fair Oaks thoroughfare, past the Mission street and Fair Oaks corner, where Saylor is stationed, besides the many trains of the Pacific Electric on the "short" and "long" lines, and foot passengers. And all of this on account of the Tournament of Roses at Pasadena.

Probably no other boulevard running into Pasadena will be so crowded as this one. Fair Oaks avenue connects directly with the Los Angeles and Whittier boulevards, on which thousands of tournament devotees will have to come on their way to Pasadena.

ACCORDED HONOR.

Word has just been received that a high honor has been conferred upon Dr. Clifford Walker, son of Mr. and Mrs. Arthur Walker, No. 1427 Mission street, by the Hohthalmological Society of the Massachusetts General Hospital. Dr. Walker is senior ophthalmias surgeon of the eye department of this institution. He recently read a paper on original research work in the line of his department in competition with other researches, and was awarded first prize—a handsome gold medal. Dr. Walker attended the elementary schools of this city. He is a graduate of the John Hopkins University.

BURBANK NOTES.

[LOCAL CORRESPONDENCE.]

BURBANK, Dec. 31.—A. C. Harrington, an old-time resident of the bank and the father of T. D. Burbank, passed away Tuesday morning. The funeral services will be held Saturday, at Bresee chapel, in Los Angeles.

The contest for queen of the Burbank float, to be entered in the Pasadena Tournament of Roses parade on New Year's Day, resulted in the selection of Miss Annie Clark, daughter of Mrs. May Clark.

VEGETABLE GROWERS.

[LOCAL CORRESPONDENCE.]

VAN NUYS, Dec. 31.—Active steps have been taken for the organization of a vegetable growers' union to include the sections around Van Nuys, Owensmouth and Marion, and it is thought that within a few weeks the organization will be on a working basis. In connection with the union canning factories, dryers and storage plants are to be built in different parts of the district included. The first cannery will likely be built at Van Nuys soon, in order to care for the products of the many young fruit orchards, that have come into commercial bearing. Planting of fruit trees in this vicinity still goes merrily on. The local nurserymen estimate that 200,000 more trees will be set out this season.

UNION LEAGUE JINKS.

The

Ever-advancing Southern Metropolis

Pictorial City Sheet (11.)

California and the Coast—16 Pages

The Los Angeles Times

XXXIV[TH] YEAR. FRIDAY, JANUARY 1, 1915.—EDITORIAL SECTION. POPULATION { By the Federal Census (1910)—319,198 / By the City Directory (1914)—516,317

Handful.

"BUNCH" PUTS BIG ONE OVER.

It Gets Away Clean from the Child Labor Law.

Kids' Brass Band Routs the Limbs of Justice.

"Daddy's" Arrested but They Smile Him Out Again.

An enigma in child welfare in the shape of "The Bunch," which proved that it is beyond the ken of local charity workers and organizations, presented itself yesterday when Humane Officer Davis arrested H. M. Draper, superintendent of a children's home in Des Moines, Wash.

It was charged that Draper was conducting the children, twenty-two in number, over the State of California in violation of the child labor law. Davis, his wife, and several other members of the organization, with two large auto trucks, left Des Moines several months ago, and have been giving entertainments along the line in order to collect funds for a new home for the children.

Dr. Milbank Johnson, of the Municipal Charities Commission, was advised of their coming and Mr. Draper was arrested. Then it happened Twenty-two bright, happy youngsters ranging in age from 11 to 17 years of age, carrying all of the instruments of a brass band, scampered into the office of the Charity Commission in the Marsh-Strong building. The brass band got to work. Little Mavis Wallace, the child named in the complaint against Draper, tapped her baton, and the building sounded with "It's a Long, Long Way to Tipperary."

From the advices received by the commission, its members had expected to see a lot of underfed, poorly-clothed children. The vision behind the brass instruments was the direct opposite.

This proved the stumbling-block to Dr. Johnson and his colleagues, who sat in judgment on Draper and the children. Three of the little ones were questioned by the trio in the language of children. Their replies were prompt and to the point in the language of grown-ups.

"Are you satisfied with your home and method of living?" queried Dr. Johnson, of the Wallace child, who is 11 years old.

"Satisfied," she echoed. "Why, we are delighted. Daddy Draper is most

(Continued on Third Page.)

Weds Big Elk in New Year's First Tick

Mrs. Charles K. Pishon.

Formerly Miss Margaret M. Stone of Phoenix. She was married at 12:01 o'clock this morning to the president of the B.P.O.E. State Reunion Association of Arizona.

Good Beginning.

ENDS OLD YEAR BACHELOR; STARTS NEW A BENEDICT.

THE ELKS' witching hour of 11 o'clock p.m. was one hour and one minute later last night for Charles K. Pishon, president of the B.P.O.E. State Reunion Association of Arizona, when he and Miss Margaret M. Stone of Phoenix were married at the Hayward at the time the noises heralding the advent of the New Year were at their height.

The wedding bells gave a pleasing note to the racket at the hotel. Nearly all of the gay diners in the grill knew of the interesting event and the bride and groom were given a boisterous reception when they entered the dining-room when the New Year was about twenty minutes old. The wedding ceremony, which began promptly at 12:01 a.m., was performed in the parlors by Dr. Charles Edward Locke, pastor of the First Methodist Church.

The wedding will be a surprise to the Phoenix friends of Mr. and Mrs. Pishon. In fact, it was a near-surprise to the interested parties themselves, since the event was decided upon only a few days ago. Mr. Pishon and the young woman had been acquaintances in Phoenix, but nothing more. There had been nothing said about an engagement or a marriage.

They met at a social function one night last week—Mr. Pishon and the attractive young woman he had known in the Arizona city. The holiday spirit did the rest.

For nine years Mr. Pishon has been the Arizona representative of the Cooper, Coate & Casey Dry Goods Company. He is a member of the Arizona Club, the Rotary Club and other social organizations of Phoenix. Mr. and Mrs. Pishon will leave this morning for a wedding trip through Southern California. They will visit the fair at San Diego.

WHILE FAMILY IS AWAY.

While members of the family were away, fire destroyed the home of Mrs. Edith N. Desmazes, No. 1050 Hyperion street, early yesterday. The loss is about $1700. The origin of the fire was not determined.

The Nerve!

THREE BANDITS STICK HIM UP.

Wilshire Resident Robbed in His Own Home.

Unsuspectingly He Walks into Burglars' Trap.

Rooms Rifled of Valuables While Family's Gone.

While three burglars were ransacking the home of Homer Golles at No. 123 South Norton avenue about 9 o'clock last night, they were interrupted by the unexpected entrance of Mr. Golles's son, Fred, 23 years old, but his presence was of little concern to them. They simply waited until he entered his room on the second floor and confronted him with three large revolvers. While one of them kept him covered the others continued the search for valuables.

His father and mother downtown enjoying New Year's festivities, young Mr. Golles returned home to get his overcoat, expecting to join his parents later. When he entered the front door he turned on the electric lights and noticed that the back door was ajar. This created no suspicion in his mind, however, and he proceeded to the second floor.

Just as he was opening the door into his bedroom the three burglars rushed from a screen porch and holding guns in his face, told him to throw up his hands. The young man complied without the least hesitation, and they rifled his pockets of $1.30.

UNDER GUARD.

The youngest of the trio kept Mr. Golles under guard while the other two made a careful search of the entire house. From the room of Miss Pauline Golles they stole a vanity box containing about $6, and in other parts of the home picked up jewelry of no considerable value.

Their mission completed, the burglars marched young Golles downstairs in front of them and when they saw the coast was clear, ran down Norton avenue, and soon disappeared in the darkness.

Simultaneously with the departure of the burglars, Miss Pauline Golles, who had been visiting at the home of Mrs. H. Fuller, a next-door neighbor, returned to find her home in a state of disorder and her brother nearly prostrated from fright. She telephoned to Central Police Station and Detectives Rico and Leon made a hurried search of the neighborhood, but in vain.

WINDOW OPEN.

The detectives found a rear window of the home of W. J. Robe at No. 129 South Norton avenue, open, but upon entering the house, could see no evidences of the burglars having been there.

Mr. Norton gave excellent descriptions of the burglars, as follows:

No. 1—Age 25, 5 feet 8 inches tall, weight, 160 pounds; light complexion; smooth face; light hat, chocolate suit with light stripes, wore heavy watch chain from lapel of coat, had red hair.

No. 2—Age 25 to 30 years, 5 feet 6 inches tall, weight, 150 pounds; dark complexion, smooth face, wore blue or black suit, dark overcoat and dark hat.

No. 3—Age 25 to 30 years, 5 feet 8 inches tall, weight, 160 pounds; light complexion, smooth face, dark suit, black slouch hat.

FOR COMPLETE INVESTIGATION.

Supervisors Will Look into Gambling Charge Against Chairman of Civil Service Commission.

A thorough investigation of the charges filed with the Board of Supervisors against David Evans, chairman of the Civil Service Commission, will be made by the board. Mr. Evans is charged by J. R. Timberman, a county employee, with having made a bet of $1000 to $600 on the re-election of Gov. Johnson, in violation of the Penal Code.

Following up the gambling charges other allegations were made before the District Attorney that Secretary F. E. Doty of the commission was shown favoritism by both Mr. Evans and Dr. F. B. Kellogg, former chairman of the city Civil Service Commission. Certain letters which are expected to figure prominently were turned over to the District Attorney's office.

"I have no reason to fear an investigation," said Mr. Evans yesterday. It was reported that he was in consultation with a well-known gambler in the rooms of the Civil Service Commission.

Mr. Evans strongly denied a report that he is to resign as chairman.

"Nothing to it," he said.

LIFE GOES OUT WITH OLD YEAR.

PRESIDENT OF STANDARD OIL COMPANY OF CALIFORNIA LOSES WIFE.

Mrs. Kenneth R. Kingsbury, wife of Kenneth R. Kingsbury, president of the Standard Oil Company of California, died at the home of her brother, L. H. Roberts, No. 3945 Ingraham street, last night.

Mrs. Kingsbury, who was but 35 years old, was prominent in both San Francisco and New York society. In the Bay City she was noted for her charitable work and a social leader of distinction.

Shortly before the Christmas holidays Mr. and Mrs. Kingsbury came to Los Angeles to remain until after the first of the year. Last Saturday she became ill. Eminent specialists were called, but were unable to save her. Funeral arrangements will be completed upon the arrival of Mr. and Mrs. D. I. Roberts, her father and mother, who are now on their way from New York.

"Oh, Listen to the Band!"

Too many for 'em.

This is Mavis Wallace and H. M. Draper. The latter was arrested here yesterday for allowing the former, an 11-year-old girl, to work. She leads a band whose performers are all little children. They are trying to raise money to buy a new home.

ROYAL WELCOME FOR NEW YEAR.

ANGELENOS MAKE MERRY IN HOTELS, CAFES AND ELSEWHERE.

The arrival of the New Year was celebrated last night by gay parties at the Alexandria, the Clark, Angelus, Lankershim, Stowell and other down-town hotels and cafes. The midnight entertainment at the Alexandria was especially elaborate.

Beginning at 10:30 p.m., and continuing to an early hour this morning thirty entertainers circulated between the grill, the main dining-room and the ballroom at the Alexandria. There was dancing in all three places and a climax of noise in all three at midnight.

Father Time entered the grill with a scared, hunted look just a few minutes before 12 o'clock. At midnight the husky new-born year of 1915, in the form of a lively cherub, came in and drove the old man out. In the main dining-room the lights went out at midnight and the figures "1915" were flashed in a "new leaf." In the ballroom the device of a red, white and blue globe was used to display the figures of the New Year. Managing Director Goodwin, Manager Ross and Maitre de Hotel Nagel united in arranging for one of the most brilliant New Year's entertainments given at the hotel.

The grill at the Clark was filled to capacity with happy diners at midnight. The management furnished a programme of music and cabaret and gave the guests the liberty to be as noisy as they liked at the approach of 1915.

Most of the noise, however, was made by the crowd out of doors. All of the down-town streets, and especially Broadway, were crowded with revellers. The noises at midnight came from the jostling crowds on the sidewalks, from the motor cars, from the open windows of buildings—from everywhere.

Many new noise-making devices were heard for the first time, and such old stand-bys as the cow bell and the tin can were used by many thousand persons. Truly, Los Angeles gave 1915 a rousing welcome.

TIME PIECE HIS UNDOING.

A dainty wrist watch which has been worn constantly by Max Spitzer, 21 years old, No. 3415 Central avenue, furnished the clew which yesterday led to his arrest on a felony warrant from San Diego. Spitzer was arrested by Hubert Kittle, a private detective. He was traced by the small watch. The warrant for his arrest charges that he sold an automobile to which he did not have title. He claims to have had an equity in the machine. When the manufacturers of the machine planned to take back the auto because of uncompleted payments, Spitzer is said to have driven it to San Diego. He is said to have then sold it.

All Dolled Up.

ROSE-CLAD TO GREET WORLD.

Face Scrubbed and Shining, City Welcomes 1915.

Last Clean-up Day Sends Old Man Dirt Flying.

Everything's Ready for Our Exposition Guests.

Los Angeles had her face officially washed yesterday. Today, in robes of rose tulle, trimmed in a chiffon of mingled green and sunshine, she stands ready to offer a gracious welcome to the people of all the world.

Yesterday, by proclamation of the Mayor and by sufferance of such as did not perform a hegira to San Diego for the opening of the exposition, was "Start-1915-Right Day," the last clean-up day of the year, the expiring chance to get those tin cans out of the way or to see that ash heap was either obliterated or a quick-growing vine provided for its hiding.

In the street department, all forces were concentrated for a cumulative assault on the battered, bedraggled forces of the arch-king, dirt. Where citizens showed a disposition to get a lot cleaned, the city helped by picking up the offering in the interest of Los Angeles, the spotless town of exposition land.

On the dressmaking side of grooming Mme. Los Angeles as a queenly host for 1915, the work is already done. Through the efforts of the City Beautifying Committee of the 1915 General Committee, and their busy little helpers in the schools, more than 50,000 rose bushes have been planted in the city, besides 35,000 packs of seeds. When all these roses get in full blow, as they will shortly, Los Angeles should be steeped in "a wooing odor, sweeter than musk."

Also, all lanes leading up to the city have been made beautiful. Along the great paved highways, 2600 rose-trellises have been erected by the County Beautifying Committee and roses planted on nearly all of them. At their feet and in between, California poppies have been planted, assuring ribbons of loveliness leading up to the city, a hemmed and enriched border to the rich floral robes in which the queen city will receive visitors.

In some parts of the city yesterday, neighborhood clubs performed tasks of charity for absentee landlords by cleaning up vacant lots where the city had found it impossible to persuade the owner or the agent to do the work. The work of the neighborhood clubs was facilitated by the fact that the strenuous

(Continued on Second Page.)

LOS ANGELES IN A CIRCLE.

No Private Cars to be Parked Within Fifty Miles of City This Year.

At midnight last night, a mystic circle was drawn around Los Angeles, fifty miles on a radius. It climbs the hills way up in the wilds of the Angeles National Forest, bisects dooryards in San Bernardino, passes off to sea at Laguna Point in Ventura county, tips the west end of Santa Catalina Island, and clambers back on land again at San Juan Point in Orange county.

But if it bisects your yard, or even if it cuts straight across the Axminster in your front room, there is nothing to worry about, for the circle is imaginary—a device by which the Transcontinental Passenger Association hopes to assure the expeditious handling of 1915 traffic in and out of Los Angeles, the gateway city.

Within its mystic circumference, by an order effective on all railroads, no private cars may be parked for any purpose from now until the two great expositions shall have run their course.

THREE MAYORS IN ONE DAY.

Councilman Williams is It When Whiffen's Gone and Rose Sick.

Los Angeles had three Mayors yesterday. Mayor Rose is confined to his home by illness. For several days President Whiffen of the City Council has been acting Mayor. It devolved upon him to visit San Diego as the official representative of this city. Councilman Williams was elected president of the City Council when President Whiffen went to sit in the Mayor's chair. Councilman Whiffen's absence yesterday afternoon, on the trip to San Diego, required that there should be an official head in the Mayor's office, and acting President Williams of the Council succeeded to this honor.

—To All—

A Happy and Prosperous New Year

is the sincere wish of

N. B. Blackstone Co.

318-320-322 South Broadway

Tomorrow's announcement will be most interesting. Don't miss it.

Matheson's

737—741 South Broadway

Closed Saturday for the purpose of consolidating our stock into one storeroom. See Monday Times for an announcement of a sale that will be of unusual interest.

Greetings

During the coming twelve months we trust there may be a genuine richness to your friendly relation with others; that your hopes may be realized, your worth to mankind doubled and the real pleasure of life your heritage.

FRANK J. HART, President

Southern California Music Co.

332-34 South Broadway

Men Should Be Informed

Every man who has accumulated any property should inform himself fully in regard to the way it will be distributed after his death.

Most men have preferences, and in order to carry them out a WILL is necessary. Every man wants his estate administered economically, competently and wisely, and this will be assured if Title Insurance and Trust Company is named in will as executor or trustee. Full information will be given on request.

CONSULT OUR TRUST OFFICERS

Title Insurance and Trust Company

TITLE INSURANCE BLDG.

Great!

PROSPERITY IN EVERY REPORT.

County Officers Show What was Done in Year.

Nearly Six Million Dollars in the Treasury.

Valuations Increase with Great Rapidity.

Los Angeles county's great prosperity throughout 1914 is reflected in the reports submitted yesterday by the heads of various departments of the county government. Every branch shows a marked increase over 1913. Notable achievement is revealed all along the line.

When Chief Deputy County Treasurer Slater closed the huge steel doors of the big vault yesterday afternoon there was exactly $4,750,000 cash and $1,310,000 bonds owned by the county inside as against $5,422,000 in cash at the end of 1913.

And shortly before the heavy door swung to shut County Treasurer Hum departed for Sacramento with a check for $567,526.59, payable to the State as this county's share of taxes for the ensuing year. Treasurer Hunt will hand the big check to Controller Chambers this morning as a New Year's gift to California from the imperial county of Los Angeles.

THOSE COUNTY TAXES.

County Tax Collector Welch has collected to date $6,928,662.48 in taxes of the year's total charge of $11,725,621.76 as against $5,997,499.96 collected in a like time in 1913. This shows more than any one thing the truly prosperous condition of the lucky citizens and taxpayers of this fair region. The second installment in taxes becomes delinquent the last Monday in April. Maj. Welch declared yesterday that it is a remarkable showing considering the alleged "hard times," and effects of the European war.

The total assessed valuation of property in the county for 1914 is $849,991,595 as against $804,119,007 in the preceding year, according to Assessor Hopkins. In 1890 the assessed valuation of this county was but $69,475,025 and in 1900 it totaled $160,187,905. We paid the county $350,000 in poll taxes this year, which will be the last, as poll taxes were abolished at the November election.

According to Chief Deputy Auditor Ballard the county paid to its 2500 employees $795,000 in salaries in 1914.

AND "DAN CUPID."

During the year 7601 marriage licenses were issued by "Cupid" Sparks as against 7677 last year. "Cupid" declared that "fear and the war" prevented him from breaking the 1913 record. "Lots of fellows didn't want to take a chance because of the war," said Mr. Sparks. "The war will be over in about two months and then watch us grow."

June holds the record as the banner month. In that month 925 licenses were issued, leading all other months. March was the smallest month, only 534 permits being issued.

At the naturalization bureau the record shows that 734 aliens have become citizens through the local courts during the year 1914 and that 1440 aliens have filed declarations of intentions to become citizens.

MANY CORPORATIONS.

That business depression has not materially affected Los Angeles is shown by the number of new corporations recorded in the incorporation bureau. During the year 1304 articles of incorporation have been filed, or at the rate of four a day for a year.

This is more than double the number filed ten years ago, when 647 were recorded, and is four times the number filed during the first twenty-six years of the bureau's existence from 1854 to 1880.

SUPERIOR COURT CASES.

Presiding Judge Wood declared that the business of the Superior Court for the year 1914 was at least 15 per cent. in excess of that of the preceding year. This applies to the departments having charge of civil litigation, to the criminal departments, the juvenile, probate, divorce and lunacy branches. In 1913, 10,500 civil actions were commenced. For 1914 the number will approximate 12,000. In the department of the presiding judge the court personally handled about 14,000 separate matters. This increase results, according to Judge Wood, from our increase in population and volume of business transacted in the county.

DISTRICT ATTORNEY.

Dist.-Atty. Fredericks and his deputies issued 2677 criminal complaints during the year as against 2104 in 1913. Nearly 13,000 civil cases were filed in the justice courts and 2713 criminal cases, an increase of 30 per cent. over last year.

All in all it was a cracking fine year for grand old Los Angeles county.

GARDENS TO LIVE IN.

Make Them Comfortable as Well as Beautiful and Harmonious, Says Landscape Expert.

Southern California gardens, in beauty, charm and variety are unrivalled. In every community there are scores of bright-hued plots in constant bloom, places where nature's richest and most gorgeous plants hold undiminished sway from season to season.

While these charming gardens are primarily due to the unexcelled climatic conditions and fertile soil they could not exist in such magnificent form were it not for the skill and imagination of lovers of flowers and landscape architects who labor to design gardens superior to those of any other portion of the world.

Special effort is made by many landscape architects of Los Angeles and vicinity to design gardens that shall not only be beautiful and harmonious, but an essential part of home life. Paul J. Howard, operating horticulturist and landscape architect, formerly with Howard & Smith, and for the past two years with offices in the Marsh-Strong building, is one of the chief advocates of this type of outdoor architecture. He believes that Southern California gardens can and should be designed to make them livable, a place where one can comfortably spend a part of every day, just as much a place to live and enjoy life as a porch or living-room.

To Greet World.

(Continued from First Page.)

anti-weed campaign, waged last year by the Board of Public Works, resulted in a drastic cutting down of the seed crop.

From the park departments came reports last evening of final efforts to wind up the year with everything shipshape for 1915. At Exposition Park the work of creating a great garden of native plants and shrubs on the Figueroa-street side is practically completed, though the offering will not be at its best until the spring sun warms the transplanted roots to full life and their buds and flowers to loveliness.

TEN THOUSAND MORE ARRESTS.

CHIEF OF POLICE REPORTS SUCCESSFUL YEAR FOR HIS MEN.

During the year the Los Angeles police department made 54,363 arrests, just 10,168 more than in the previous year. Figures compiled yesterday at the Central Police Station show that of these arrests, more than 50 per cent., or 28,185 convictions were obtained during the year. Police Court fines, which were paid, aggregate $142,603, or $15,073 more than in 1913.

Of the total arrests, 5631 were for traffic violations. This is about 500 more than for the same cause last year.

The increase of arrests, according to Chief Sebastian, is due to a normal growth and is not as great as the proportionate increase in the population of the city. At the same time the number of convictions increased by 2935. In December, 4937 arrests were made.

"This year has been a successful one for the police department," said Chief Sebastian. "We have had much closer co-operation with the citizens and feel that we have the confidence of the people to a greater extent. During 1914 we have learned that strict discipline brings much greater efficiency. During 1915, discipline will be one of the watchwords of the department. The reason the department makes such a good showing in the number of convictions is partly due to the fact that many members of the department are law students and therefore are better able to work up a case. They realize what constitutes evidence and that without evidence conviction is difficult.

PRETTY GOOD AVERAGE.

But One Per Cent. of Salt Lake's Freight Revenue Goes for Damages. Record for Safe Freight Handling.

One cent of every dollar that the Salt Lake received last year for the handling of freight, went back to the shipper as a just claim for damage or loss of merchandise in transit, according to a special circular issued yesterday by the road's Central Safety and Efficiency Committee.

Though the object of the circular is to exort employees to a New Year's resolution to cut down loss and damage claims, the Salt Lake at present ranks among the five roads having the best records for the safe handling of freight.

During the year ending last night, the Salt Lake paid claims of $68,372 for goods lost or damaged in transit. Reduced to decimals, this was one point below 1 per cent. of the road's total freight revenue for the year.

For Uncle Sam.

MORE THAN A HALF-MILLION.

THAT IS INCREASE IN INTERNAL REVENUE COLLECTIONS.

Largest Item that Adds to Big Total is Income Tax Results. Added Tax on Sweet Wine also Increases Collections—Table of Comparisons.

The internal revenue collections for the Sixth District, as reported by Collector Carter, show an increase of $640,362.82 over the figures for 1913. The total receipts for 1913 amounted to $1,445,613.36; for 1914, $2,085,976.18.

The largest item of increase, of course, is on account of the income tax, all of it paid during the year just closed, and estimated to amount to about $400,000 in the district, composed of ten counties. The emergency tax did not cut much of a figure during December, but will appear in the months yet to come during the life of the law.

The large increase in the year's business is the more notable from another standpoint—in that the sweet wine production for 1914 did not come up to the harvest of the previous year, on account of the uncertainty among the wine makers as to when the tax on alcohol used for the fortification of the sweet wine would go into effect, and what the final tax might be.

The entire year's business has been of a most satisfactory size and character, and indicates a healthy growth of business covered by the operations of the internal revenue department.

The comparative statement of the receipts by months for 1913 and 1914, the total for each of the years, and the increase in receipts is shown by the following table.

Month—	1913.	1914.
January	$ 68,713.00	$ 77,965.74
February	81,315.00	99,283.00
March	93,784.00	120,000.01
April	85,788.00	90,180.00
May	80,078.00	141,676.07
June	400,000.00	450,000.00
July	100,470.73	108,470.55
August	83,716.17	104,000.00
September	83,716.17	104,000.00
October	83,716.17	104,000.00
November	83,716.17	104,000.00
December	150,476.86	185,000.00
Totals	$1,445,613.36	$2,085,976.18
Increase, $640,362.82.		

Seventeen Millions.

NEARLY ONE THOUSAND PERMITS TO BUILD.

NINE thousand nine hundred and seventy-nine building permits were issued during the year, calling for structures costing an aggregated $17,361,925. Ten were for buildings of seven or more stories in the downtown business district and thirty of fireproof construction. Close to 4800 permits were taken out by builders of homes.

During the year also the city building department issued 14,441 separate permits for the installation of sanitary plumbing, gas piping and the construction of sewers on private premises, the cost of this work being outside of that involved in actual building operations. The totals for this class of improvements do not include any of the extensive public sewer and storm-drain projects.

The department was also kept busy during 1914 making inspections of various enterprises carried out under its jurisdiction, its employees paying 175,000 visits in all and making that number of reports. Over 3000 sets of plans were filed, examined and checked in the department. In addition to all the work mentioned, several sets of plans and specifications were prepared in the offices of the department itself. These included plans for four fire-engine houses and a comfort station.

In their report for the year issued yesterday Chief Inspector Backus and his head deputy, Mark C. Cohn, stated that if all the buildings for which permits were granted in 1914 were set side by side, one touching the other, they would have a total frontage of thirty-seven miles.

WORLD'S FAIR BUREAU.

Service Features Supplemented Here with Exhibits and Displays of Local Products.

A world's fair bureau, that combines the usual information and service departments with an exhibition hall and lecture-room, has been established at No. 631 South Hill street. Mrs. Lelia H. Mead, who has had experience in arranging exhibitions in Madison Square Gardens, New York, and elsewhere, is in charge.

The lecture-room will seat several hundred persons and is provided with a pipe organ. With the indorsement and co-operation of the San Francisco and San Diego exposition officials illustrated lectures on exposition features will be daily events through most of the year.

Exhibits of Southern California agricultural communities and displays of typically Southern California products have been provided and the lectures will be illustrated with lantern slides.

THE MAIERS' GREETINGS.

Wonderful Entertainment of Their Friends at the Beefsteak Hall—Supper and a Jolly Programme.

Mrs. Mary J. Maier and E. R. Maier extended New Year's greetings to their friends in royal style at the Beefsteak Hall of the Brewery. Scene painters had transformed the hall into a happy representation of outdoor life in the mountains and valleys of Southern California. The trees and mountains were there, and even the stars were there. It was a glory. Supper was served to 100 guests and the following programme was carried out by cabaret performers:

At 7 o'clock—Quintette; orchestra: "Falling Roses;" orchestra; soubrette, rags; ballads; quartette. At 8 o'clock—Classic singing; orchestra; the late dances; soubrette, rags; orchestra; quintette; dancing slater team; ballads. At 9 o'clock—Rag songs; orchestra; quintette; flexible equilibriste; orchestra; classic, eccentric dancing; rag songs. At 10 o'clock—"The Glowworm," orchestra; dancing teams; rag songs; orchestra; ballads; quintette; classic. At 11 o'clock—A little acrobatic novelty; orchestra; sister team dancing; quartette; ballads; rags; orchestra; buck-and-wing dancing; soubrette; classic. At 12 o'clock—"Roustit the Old Year, Welcome the New," orchestra; motion pictures.

Joy prevailed until 3 o'clock in the morning. The company was bright and the affair was a wonder.

FEAGANS & COMPANY

—a jewel show place unique in all the West

In the character of its merchandise, the dignity and refinement of its appointments and the prestige of its reputation, the Feagans and Company store stands without a counterpart in all the West.

Here you will find Fashion's newest thoughts in perfect diamonds and other precious gems, unusual jewels of gold and platinum, fine timepieces, exclusive table silver, high grade leather, and engraved stationery.

The accumulative experience gained by thirty years' close relation with the noted marts of the world accounts for the enviable position of the house of Feagans and Company—and for the distinctive character of its merchandise.

Feagans and Company offer more real value in exclusive merchandise than is probably obtainable anywhere else on the Pacific Coast. The price range here is very liberal, embracing articles from a dollar or two, on up into the thousands.

Feagans and Company gladly forward selection packages to responsible parties in any part of the United States, by insured Parcel Post or Express, prepaid.

FEAGANS & COMPANY

Exclusive Jewelers; Society Stationers

218 West Fifth Street

Alexandria Hotel Bldg., Los Angeles

Pasadena Shop, Hotel Maryland

Established 1889—Over 25 Years Ago

6% and Safety

25th Annual Statement

January 1st, 1915

State Mutual

Building & Loan Association

225 South Spring Street

ASSETS

Loans secured by first liens on improved property of appraised value of over $10,000,000.00	$3,607,684.40
Advances to Borrowers (secured)	13,699.96
Accrued Interest on Loans	12,436.15
Real Estate	None
Furniture and Fixtures	2,000.00
Miscellaneous Accounts	1,412.10
Cash on Hand in Bank	104,362.75
Total	$3,741,595.36

LIABILITIES

Paid in Capital, Surplus and Undivided Earnings	688,937.97
Investment Certificates	2,995,775.70
Matured Coupons	16,016.25
Accrued Interest (not due,) and advanced payments of interest by borrowers	38,723.25
Miscellaneous Accounts	2,142.19
Total	$3,741,595.36

6 Per Cent. and Safety

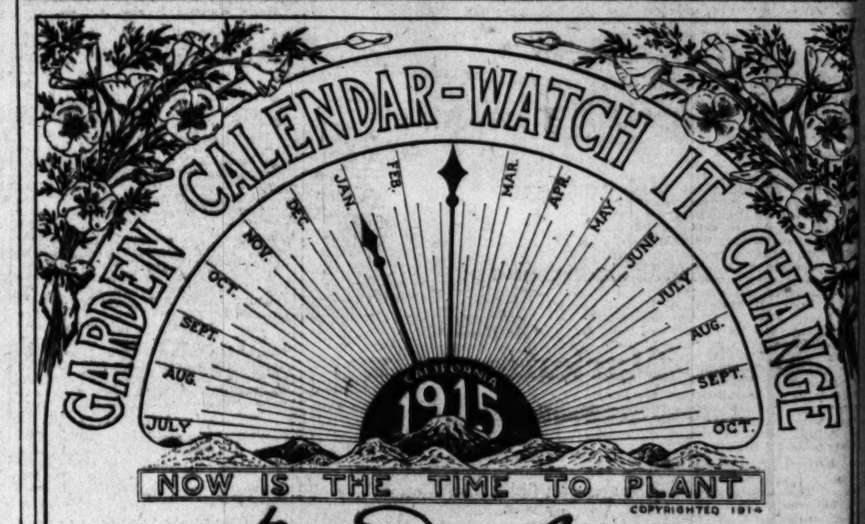
OFFICERS AND DIRECTORS

W. G. COCHRAN, President. A. E. TOMEROY, Vice-President.
W. D. WOOLWINE, Treasurer. J. M. ELLIOTT, Vice-President.
D. M. CUTHBERT, Loan Inspector. C. J. WADE, Secretary.

State Mutual

Building & Loan Association

225 South Spring Street



Howard & Smith's

FAMOUS FLOWERING PLANTS

BULBS & SEEDS

We wish our old and new friends a Happy and Prosperous New Year; Our enemies if any the same.

EFFICIENT SERVICE QUALITY GOODS

Howard & Smith

Telephones

Nurseries located at Montebello. Main 1745—F4592. City Office 9th and Olive Sts.

Dirigo.

STATE LEADS I ROAD BUILDI

Year's Achievement Gr in Country's History

New York is Second but Far Behind.

Twelve Hundred Miles Under Contract.

In the year that closed last California carried out the g programme of roadbuilding ev fore undertaken in one year b or any other State. While from some States are not availa is probably true that in 1914 fornia let contracts for as miles of metal surfaced highw all the other States of the combined. This, of course, do include county or municipal struction, but applies solely to built by State appropriation and tract.

During the year the Cali Highway Commission let 153 tracts for approximately 1200 of road at a cost of $10,000,0 $11,000,000. No other States approached these figures, New being second. In one month tract contracts were let for 100 of roadbuilding.

The last contract on the trunk line through Tejon Pass been let and the road from Lo geles to Bakersfield will be op travel by next August. This w in time for most of the expo year visitors to take this magni drive, which probably will hav superior in the West. Althoug highway runs straight through heart of rugged mountains, the at no place will exceed 6 per The road will combine comfor travel with beautiful scenic arra ings of the wildest character.

By the spring of this year, to Santa Barbara and San Dieg be virtually completed. The crete between this city and San dino has all been laid with exception of about three-fourt a mile. The concrete base o Riverside road has been entirely and the highway is open to tra

BETWEEN EXPOSITIONS.

Every effort is being made b State Commission to have a road this year all the way bet the two expositions. State wo being rushed and the co-operati county supervisors is being soug improve those stretches of road are not now in good shape. making a few detours, it is bel that comfortable travel will be sible early in the year.

The Valley trunk line from Angeles to San Francisco is in shape and virtually completed cept in Tulare country. The mission favors a line from El C to Yuma, a distance of fifty The project is now before the Le ture with the recommendation o commission. The completion of road will establish an important mercial line between the sout counties and Arizona and mak possible to complete an impor section of the Southern Nat Highway.

California's highway programm being carried out under an approp tion of $18,000,000 voted by the ple. About $2,000,000 of the b were sold in the East and $10,0 000 have been purchased by fornia counties, banks and individ About $6,600,000 remain unsold. specifications call for a heavy crete base that will endure generations. This is covered b tough half-inch surface, which is tended to be renewed every three four years where travel is heavy. programme provides for two trunk lines, one along the Coast one through the central valley tricts to traverse the State from n to south. The State will also bu number of important laterals to nect these trunk lines with co seats and main county thoroughf

The following were appoi Highway Commissioners by Gov. lett: Charles D. Blaney, N. D. lington and Burton F. Towne. Towne resigned a year ago Charles F. Stern was named to the vacancy. The commission w as a part of the State Enginee Department. Much of the liminary work, including surveys, done prior to 1914 and a few tracts were let, but virtually al the actual construction work properly be credited to the past y

HANDLES GREAT TASK.

The commission faced a dif task. The appropriation of 000,000 was designed to build trunk lines and several spec laterals. Surveys and estimates m after the bonds were voted and commission named, showed that amount of work laid out wo ordinarily cost $30,000,000 to 000,000 as much of the roadbuil had to be done through rus mountainous territory.

That the commission has wor faithfully and with both energy ability is evidenced by the mar success that has attended its eff to date. By making its own c tracts for materials, buying in la quantities, at a low figure, and tak advantage of every opening skilled engineering resources co find, the cost per mile has been duced to a minimum without tracting from the excellence of construction. Though roads h been built through canyons and o mountains, the average cost has b kept under $9000 a mile.

In determining its routes the co mission has kept faith with the p ple by building the highways in cordance with the State law enac when the bonds were passed. law says that the trunk lines sh be built by the shortest and m direct route practicable. Beset on sides by individuals and communit who sought to divert the trunk li to serve their ends, the commissi has, nevertheless, adhered to spirit and letter of the law und whose provisions the people vot to spend their money.

The result is that California is a quiring a magnificent system of hig ways. For $18,000,000, it is gettin paved roads that would cost und ordinary methods of constructi half as much again.

DEATH WAS ACCIDENTAL.

The Coroner will sign a certifica of accidental death in the case of Fr Harris, a cook, who died yesterd from injuries received in a fall dow a stairway at No. 504 South Ma street.

Dirigo.

STATE LEADS IN ROAD BUILDING.

Year's Achievement Greatest in Country's History.

New York is Second but Falls Far Behind.

Twelve Hundred Miles Now Under Contract.

In the year that closed last night California carried out the greatest programme of roadbuilding ever before undertaken in one year by this or any other State. While figures from some States are not available, it is probably true that in 1914 California let contracts for as many miles of metal surfaced highways as all the other States of the Union combined. This, of course, does not include county or municipal construction, but applies solely to roads built by State appropriation and contract.

During the year the California Highway Commission let 153 contracts for approximately 1200 miles of road at a cost of $10,000,000 to $11,000,000. No other States even approached these figures, New York being second. In one month last year contracts were let for 100 miles of roadbuilding.

The last contract on the Valley trunk line through Tejon Pass, has been let and the road from Los Angeles to Bakersfield will be open to travel by next August. This will be in time for most of the exposition year visitors to take this magnificent drive, which probably will have no superior in the West. Although the highway runs straight through the heart of rugged mountains, the grade at no place will exceed 6 per cent. The road will combine comfortable travel with beautiful scenic surroundings of the wildest character.

By the spring of this year, roads to Santa Barbara and San Diego will be virtually completed. The concrete between this city and San Bernardino has all been laid with the exception of about three-fourths of a mile. The concrete base of the Riverside road has been entirely laid and the highway is open to travel.

BETWEEN EXPOSITIONS.

Every effort is being made by the State Commission to have a good road this year all the way between the two expositions. State work is being rushed and the co-operation of county supervisors is being sought to improve those stretches of road that are not now in good shape. By making a few detours, it is believed that comfortable travel will be possible early in the year.

The Valley trunk line from Los Angeles to San Francisco is in good shape and virtually completed except in Tulare country. The commission favors a line from El Centro to Yuma, a distance of fifty miles. The project is now before the Legislature with the recommendation of the commission. The completion of this road will establish an important commercial line between the southern counties and Arizona, and make it possible to complete an important section of the Southern National Highway.

California's highway programme is being carried out under an appropriation of $18,000,000 voted by the people. About $2,000,000 of the bonds were sold in the East and $10,000,000 have been purchased by California counties, banks and individuals. About $6,000,000 remain unsold. The specifications call for a heavy concrete base that will endure for generations. This is covered by a tough half-inch surface, which is intended to be renewed every three or four years where travel is heavy. The programme provides for two great trunk lines, one along the Coast and one through the central valley districts to traverse the State from north to south. The State will also build a number of important laterals to connect these trunk lines with county seats and main county thoroughfares.

The following were appointed Highway Commissioners by Gov. Gillett: Charles D. Blaney, N. D. Darlington and Burton F. Towne. Mr. Towne resigned a year ago and Charles F. Stern was named to fill the vacancy. The commission works as a part of the State Engineering Department. Much of the preliminary work, including surveys, was done prior to 1914 and a few contracts were let, but virtually all of the actual construction work may properly be credited to the past year.

HANDLES GREAT TASK.

The commission faced a difficult task. The appropriation of $18,000,000 was designed to build two trunk lines and several specified laterals. Surveys and estimates made after the bonds were voted and the commission named, showed that the amount of work laid out would ordinarily cost $30,000,000 to $35,000,000 as much of the roadbuilding had to be done through rugged mountainous territory.

That the commission has worked faithfully and with both energy and ability is evidenced by the marked success that has attended its efforts to date. By making its own contracts for materials, buying in large quantities, at a low figure, and taking advantage of every opening that skilled engineering resources could find, the cost per mile has been reduced to a minimum without detracting from the excellence of the construction. Though roads have been built through canyons and over mountains, the average cost has been kept under $9000 a mile.

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The result is that California is acquiring a magnificent system of highways. For $18,000,000, it is getting paved roads that would cost under ordinary methods of construction half as much again.

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The Coroner will sign a certificate of accidental death in the case of Fred Harris, a cook, who died yesterday from injuries received in a fall down a stairway at No. 504 South Main street.

Puts Big One Over.

(Continued from First Page.)

kind and considerate, and we would not leave him for the world."

Further questioning along the same lines, in order to learn whether or not the children are well treated, brought forth the same sort of replies.

None of those who listened to the testimony of the children doubted that they were telling the truth. Mr. Draper admitted that unintentionally he had violated the State law in reference to children, but said that it had been to give them a training to fit them for their struggle with the world.

Both Mr. Draper and his wife are well along in years and declare that all of the children under their care are with them because they want to stay. They deny that they are exploiting the little ones for their own gain.

It had been the intention of Dr. Johnson to turn the children over to the juvenile authorities, but when they were questioned and expressed a preference for Mr. Draper and his wife a plan was evolved whereby they will all be returned to Des Moines.

Mr. Draper was taken before Police Judge White and entered a plea of guilty to the charge. A fine of $250 was imposed and the sentence suspended upon the promise of Mr. Draper that he would take his family and return to Washington.

OPEN HOUSE TODAY.

Young Men's Christian Association Extend a General Invitation to People of the City.

The Y.M.C.A. has prepared a most elaborate programme for its open-houses entertainment today from 2:30 to 10:30 p.m., during which time ladies as well as gentlemen are invited to visit the great building and inspect all its departments, as well as enjoy the entertainment. There will be music by the Trinity Orchestra, Parisian Saxophone Band and the Tuskegee Institute singers; gymnastical stunts, basketball, swimming, calendar exhibit, motion pictures throughout afternoon and evening, Boy Scouts' demonstration, boys' hobby show, educational exhibit and a college-life play.

YEAR'S BUSINESS TURNS OUT FAIR.

OVER TWO MILLION DOLLARS OF SECURITIES TRADED IN ON EXCHANGE.

Business to the value of $2,186,377 was transacted during the past year on the Stock Exchange. The total number of shares traded in was 2,407,117. The volume was greatly reduced on account of the four months' suspension, but all things considered, the year was a fair one on the local market. Markets all over the country were more or less dull.

From the standpoint of value, the most important trader was Union Oil. Dealings in this issue approximate $750,000, and including the trades in Union Provident and United Petroleum, stocks of its holding companies, exceeded $800,000. Amalgamated ranked second in value—nearly $250,000. Trading in Associated aggregated $161,671.

Union Oil fives were the principal bonds traded in, dealings aggregating about $160,000. About $140,000 worth of Los Angeles Investment stock changed hands.

National Pacific, as usual, captured first place in the number of shares traded in. The total was nearly 1,500,000. Maricopa Northern won second place and Consolidated Mines third.

Another popular cheap stock was United. Over 200,000 shares of California Hills were traded in, and the aggregate amount of Los Angeles Investment which changed hands ran over 150,000 shares.

Dealings in oils aggregated nearly $1,500,000; industrials and public utilities, $216,936; bonds, $368,730; bank stocks, $74,628; mining stocks, $33,881.

The largest fluctuations appeared in the case of the Union Oil stocks and Los Angeles Investment. The high for the latter was $1.20 and the low 40½ cents; while Union's high was $76.25 and the low, $48.50.

Total shares of 3,407,117 traded in during the past year compare with an average total of approximately 4,800,000 for eight months in 1913. The valuation of $2,186,377 compares with an average valuation for the eight months of the previous year of $4,150,000.

WATER SYSTEM TO BE INSTALLED.

STORAGE CONSTRUCTION WORK ESTIMATED BY ENGINEER PROMISES WELL.

[LOCAL CORRESPONDENCE.]

PORTERVILLE, Dec. 31.—Work has been begun on the organization, under the terms of the Wright law, of an irrigation company for the construction of a system of water storage and distribution to an orange orchard district stretching from south of Exeter to the Strathmore section north of here, the enterprise including 25,000 acres of the finest citrus property in this district.

Stephen E. Kieffer, an irrigation engineer of San Francisco, in a preliminary report, which was filed with property owners this year, has estimated that the total cost of control of the run-off of the Yokohl Valley streams, together with the construction of the needed laterals and controlling work, will not be to exceed $7.50 per acre. It is estimated in the report that the upkeep and annual expense will not be to exceed $1.50 per acre.

G. W. Wright, one of the well-known orchardists of El Mirado, which will be included in the proposed system, is securing from the property owners in the district it is proposed to handle a formal pledge of their participation in the plan and although work on this pledge has just started, already 5000 acres has been signed up.

When sufficient signatures are secured to indicate the ultimate success of the work, an assessment will be levied for defraying the expenses of detailed surveys and estimates of the cost of the work as a preliminary to formal organization under the State irrigation laws.

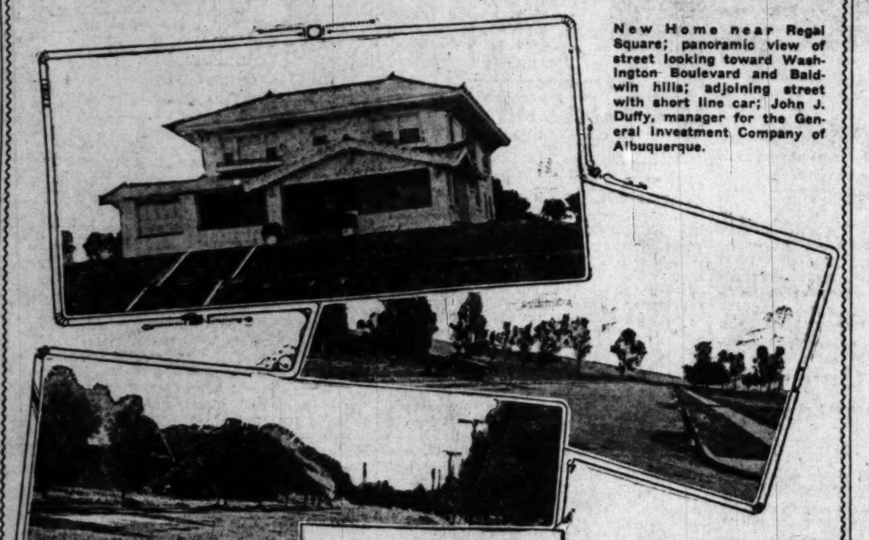
Orchard owners of the large district, which the engineers say can be placed under the ditch, point out that if the preliminary figures are accurate, irrigation from a gravity ditch system would be much cheaper, even than the present cheap irrigation by pump, which is almost universally followed in the Central California orchard belt.

PAST YEAR MARKS A NOTEWORTHY SUCCESS

Regal Square—One of the 1914 Development Projects Successfully Culminated.

A Recent and Extensive Development in the Los Angeles-to-Venice Section. Owned by General Investment Company of Albuquerque. Property Well Sold Out and Attracting Widespread Attention. Subway, Boulevards and Public Improvements Making Values.

The attention of those following the development of real estate has been centered recently on the progress of the vast district between Los Angeles and Venice, for here some of the most remarkable growth yet experienced in Southern California has taken place.



New Home near Regal Square; panoramic view of street looking toward Washington Boulevard and Baldwin hills; adjoining street with short line car; John J. Duffy, manager for the General Investment Company of Albuquerque.

Regal Square Views.

The district now being rapidly populated on Pico and Washington boulevards has been the scene of some of the most remarkable increases in realty values yet experienced in California. A recent investigation showed that realty values in many cases had advanced 50 per cent. in this section in one year, while the opening up of new properties, bettering of transportation facilities, the further improvement of already existing boulevards, and the completion of a large number of public projects, such as schools, lighting systems, and the like, presage an even more remarkable growth in the future.

Doubtless one of the greatest realty successes yet experienced in Southern California is that of Regal Square, one of the more recently improved properties on the Venice Short Line.

This subdivision is well located, being directly between Pico and Washington boulevards and fronting on both; it also fronts on the Venice Short Line, where fast electric flyers make their only stop, except for railroad crossings, between the city and the beach. This location has adapted itself to those whose business may take them to the city, or whose pleasure takes them to the beach. It is convenient to both. Arrangements have been made here for the building of half a dozen bungalows with others to follow immediately.

Regal Square is one of the numerous properties of the General Investment Company of Albuquerque, this company having become a heavy investor in Southern California realty. The company itself includes among those interested many of the most prominent New Mexico people. Its operations on the Coast are under the direction of John J. Duffy, its general manager, whose success in handling this property is noteworthy.

Plans made some time ago for building a subway from Los Angeles to the ocean are receiving renewed attention with the development and increasing population experienced by this section. It is estimated that the subway, when constructed, will reduce the running time from the city to Regal Square to ten minutes, and from Regal Square to the beach to seven minutes. Many large investments have been made in the section because it is adjacent to this coming development.

Among the improvements of the past year may be noted the paving of West Adams from the present city limits of Los Angeles to Washington boulevard which is already improved through to the ocean. Pico boulevard, touching the north side of Regal Square, has also been improved, and all but a small part is now open through to the city. Pico will be the shortest boulevard from the city to the ocean when completed. There is no doubt but that it will be accorded a vast amount of traffic. The County Supervisors are improving all county boulevards the coming year with steel trellises on which are to be grown roses, these being placed on opposite sides of the road 100 feet apart.

Among the improvements of the year may be mentioned a new $60,000 school in Palms, adjoining Regal Square. There is also just being completed a quarter of a million-dollar high school between Regal Square and Venice. This affords residents of this section ideal school facilities.

Those keeping in touch with realty development predict an unusually successful year for these properties during 1915, when California will be the center of so much activity. If 1914 may be taken as a criterion, the coming year should be a remarkable one.

SECURITY TRUST & SAVINGS BANK

Oldest and Largest Savings Bank in the Southwest

STATEMENT OF CONDITION JANUARY 1, 1915

RESOURCES

Loans	$27,124,077.35
Bonds	6,606,857.35
Real Estate	27,981.20
Bank Premises	670,000.00
Furniture and Fixtures	160,000.00
Safe Deposit Department and Vaults	203,516.00
CASH AND SIGHT EXCHANGE	7,551,534.20
Total	$42,343,966.10

LIABILITIES

Capital	$ 1,800,000.00
Surplus	1,100,000.00
Undivided Profits	811,446.04
DEPOSITS	38,632,520.06
Total	$42,343,966,10

Interest Paid to Depositors During Past Year, $1,270,877.61

89,434 Depositors.

DIRECTORS

J. F. SARTORI, *President* — CHAS. H. TOLL, *Vice-President*
M. S. HELLMAN, *Vice-President* — W. H. BOOTH, *Vice-President*
JOHN E. PLATER, *Vice-President* — W.D. LONGYEAR, *Cashier and Secy.*

JAMES H. ADAMS, WM. H. ALLEN, JR., W. JARVIS BARLOW, T. L. DUQUE, J. A. GRAVES, W. L. GRAVES, HENDERSON HAYWARD, ISAIAS W. HELLMAN, W. H. HOLLIDAY, JOSEPH KURTZ, R. H. LACY, T. E. NEWLIN, H. W. O'MELVENY, J. H. SHANKLAND, JAMES SLAUSON, W. L. VALENTINE, W. J. WASHBURN, W. D. WOOLWINE

SECURITY BUILDING Fifth and Spring — *EQUITABLE BRANCH* First and Spring

1915

CALIFORNIA

Today enters upon a Year momentous in her History—Her Gates swing outward and she invites the World

The Year is bright with Promise—We face the Future with confidence and enthusiasm—

We thank the People of Southern California for their generous patronage during 1914. We wish them—with Faith in the fulfilment of the Wish—A 1915 filled with unbounded Happiness and Prosperity

Brock & Company

THE HOUSE OF PERFECT DIAMONDS

437–441 BROADWAY

Drink Puritas Distilled Water

5 Gallons 40c Phones: Home 10033 Main 8191

Delivered Within the Old City Boundary Lines. Agents in all beach and inland towns in Southern California.

L. A. ICE & COLD STORAGE CO.

Permutize

What is that? Read the editorial section Sunday's Times, December 27th, for the answer!

SPECIALISTS—21 YEARS

Drs. Shores & Shores, 222 Henne Building, Third and Spring. Entrance 122 Third Street, Los Angeles. Catarrh, Chronic and Nervous Diseases.

FREE EXAMINATION CONSULTATION

Get Busy and Get Well. Hours: 9 to 5; evenings, 7 to 8; Sundays, 10 to 12.

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Los Angeles Times

EVERY MORNING IN THE YEAR.
Daily, Sunday, Illustrated Weekly and Semi-Monthly Magazine. Daily Founded Dec. 4, 1881—34th Year.
Member, Class A, of the Associated Press. Leased-wire mileage covered: Day, 21,000; Night, 28,000; words transmitted, 50,000.
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TREND OF THE FINANCIAL NEWS.

CHIEF EVENTS OF YESTERDAY.

(At Home:) Sentiment in all branches of industry agree that the New Year is to bring a revival of prosperity never before seen in this country. Already in many sections there is trouble in filling orders for foreign account, and reports are being received of enormous orders being placed for future delivery. This is particularly true in the steel trade, by common consent the arbiter of prosperity in this country. Brokers are asking for nearly one-half of our total wheat crop for one European country alone. Trade balances for eleven months of this year favor the United States by nearly $200,000,000. Bank clearings in Los Angeles for the year passed the billion mark, reaching $1,145,167,110.

(Abroad:) A general feeling of optimism pervades English and French financial circles over the opening of exchanges next Monday.

(For details, see financial pages:)

A SWEEPING REFORM.

This time, just for a change, you might swear off breaking your New Year's resolutions before you have given them half a try out.

SONG OF THE SHIRT.

The woman who took the first stitch on a sewing machine died in Connecticut the other day, the woman who takes the last stitch will stand up with Gabriel at the end of the world.

BEAM AND MOTE.

England is inclined to be shocked, grieved and surprised at the attitude of the United States in wanting better treatment for American commerce. Before making a sharp answer to President Wilson, Great Britain should remember that it has not even been able to suppress Bernard Shaw.

USE OF PLATFORMS.

Mr. Wilson denies that he unduly dominates his party in Congress. He says simply that he is and always has been in favor of what he calls "accentuated executive authority." He believes that political party platforms are like railroad car platforms. They are made to get in upon, not to stand upon.

IN LONDON ONLY.

Some scientist at Philadelphia gave a lecture on controlling the sex of children through the right diet of prospective mothers. We don't take much stock in this. About the only way you can tell is to wait until the child is born. Then if it is a boy it is a male, and if it's a girl, it is either a female or a suffragette.

A SAFE ARISTOCRACY.

John D. Rockefeller wants to establish a sort of Westminster Abbey at Cleveland, Ohio, as a burial place for illustrious Americans. We suppose he is locating it where he is because so many Presidents come from that State. Such a cemetery is not quite democratic, but perhaps this country would not object to an aristocracy of the dead.

TWENTY MILLIONS DONATED.

Britishers both in Great Britain and her colonies are contributing like game sports for the relief of distress both among civilians and the families of soldiers and sailors in England. At last accounts over twenty millions of dollars had been contributed to the Prince of Wales fund, and of this sum $5,725,000 had been distributed. Trinidad sent $50,000; Port of Spain, $10,000; Port Said, $2500, and British residents in Peru, $6000.

THE COLOMBIAN TREATY.

The Senate has ratified the Nicaraguan treaty which calls for $3,000,000 to be paid to that Central American power in exchange for an exclusive right to build a canal across Nicaragua. Not that the United States wants to build any such canal, but it does not want any other power to do so.

The $25,000,000 treaty with Colombia, to reimburse that power for the damages she did not sustain by the building of the Panama Canal, lacks ratification. Senators have not the nerve to rob Uncle Sam of this amount for the benefit of the Colombian Senor Dons and the Bryan syndicate of lobbyists.

REPUDIATION AND REORGANIZATION.

The European war has thus far cost the nations engaged in it five thousand millions of dollars directly, and an incalculable sum in property destroyed, industries shattered and human labor wasted. The cost is continuing at the rate of thirty-five millions per day. Six months continuance of the war will double the debt of every nation engaged in it, and if, as Lord Kitchener suggests, it should last three years, it would result in the incurring of national debts so large as to make their payment absolutely impossible, and German, French, Russian and British government bonds would join Confederate and revolutionary bonds and the assignats of France in the waste baskets of finance.

Repudiation of indebtedness would inevitably be followed by reorganization of governments and in such reorganization the emperors and kings and nobles would be compelled to step down and out, and monarchical would give way to popular government.

If, as reported, Niagara Falls will go dry in 1000 years, it will only beat California by a few. Not to speak of Milwaukee.

OF THE WHOLE SOUTHWEST.

This is the Midwinter Number of The Times. It consists of 224 pages, including six magazine sections and three news sections. It is the biggest and most complete annual edition ever published in the world. It deals comprehensively and accurately with the progress and development of the whole Southwest. The field of agriculture, industry, municipal and harbor development and the many interesting phases of life in the sunny Southland has been fully covered in a large number of articles by competent writers.

More than a million people will read this Midwinter Number of The Times. It will be sent to every State in the Union and to virtually every city, town and hamlet in the United States. Its mission is of vast importance for it bears a glorious message from the people of the Southwest to hundreds of thousands of men and women who live in less favored localities—people who want to know about the Southland, who are interested in reading of its grandeur, its prosperity, its remarkable growth and its opportunities.

All the resources of The Times' magnificent mechanical equipment have been utilized to make the issue attractive. There are fifty full-page illustrations in colors and half-tones. The various subjects have been conveniently classified. The issue as a whole is designed to interest and instruct and to that end a great mass of information has been painstakingly gathered and put in readable form that all who read may know just what the Southwest has done, what it is doing, how great its achievements are and what it may reasonably look forward to. The Midwinter Number of The Times endeavors to tell the true story of the Southwest.

The truth about this wonderful garden land of ours is big enough and striking enough without undue embellishment. It cannot be matched anywhere else on earth. So, in the Midwinter Number will be found no misrepresentations. When the thousands of eastern people come to California, as they are bound to do, they will find that the conditions fit the descriptions they have already read in The Times. Crop and industrial statistics have been compiled from official reports and definitely accurate information secured from a variety of reliable sources. Without padding or exaggeration the activities of the Southwest are presented on their merits. We who live here are proud of the showing. That it will excite the admiration and keen interest of the people of every State is inevitable.

California this year will be host to the world. San Francisco and San Diego have spent tens of millions in preparing great expositions. Los Angeles, always beautiful, attractive and progressive, has arranged a whole year's programme of joyful entertainment. This number, in story and picture, graphically describes it all. An entire magazine section has been devoted to the 1915 entertainment features of the State. It tells all about the expositions, why they are different and superior to world's fairs that have gone before and just what people who come will see. It tells of the incomparable highway systems that cover the State like a network, of the grandeur and scenic beauty of the mountain drives, of the pleasures of mountain and valley and sea.

In addition to specific information about every State, county and community of the Southwest, there are special articles on a wide variety of important subjects. The opening of the Panama Canal and its influence on the trade and commerce of the Pacific Coast, the tremendous harbor development, the growth of Los Angeles and its industries, the artistic and esthetic side of life in Southern California, the glories of our matchless rose gardens and the carefree life of our beaches are some of the subjects of special interest. Some of the most prominent men and women of the Southwest have written for this number the reasons why they like to live in Southern California. It is a symposium of value and interest. Among them was Col. A. C. Bird, one of the country's great railroad men. He wrote his contribution to the symposium just a few days before he died.

So, on the threshold of the year that bids fair to be the greatest in the history of a community whose achievements have been many and mighty, the people of the Southwest, through the Midwinter Number of The Times, send greetings to the people of other States and other countries and invite them to come to California in 1915. Come and be happy!

PASADENA'S FLORAL WELCOME.

For a quarter of a century now each new year in Southern California has opened gloriously with the double event of the Pasadena Tournament of Roses and the publication of the Midwinter Times. This year a third great attraction has been added by the opening of the exposition at San Diego. Southern California offers a plethora of riches this New Year's morning on which is ushered in what all hope will be the year of marvels, 1915.

In previous years every New Year's day has seen the tide of travel set toward Pasadena. Today the Crown City must share with San Diego, but so greatly has the population of this section grown in recent years that there will be ample crowds at both events to insure success.

Pasadena's Tournament of Roses is an annual proof of the continued advance of this glorious Southland. When first established it was only intended to be a floral procession of various vehicles without any elaborate display. Today it has almost taken on the aspect of a pageant. At first everybody who took part in it was known to everyone else and the majority of the spectators were just "home folks." Now the Crown City is each year given the cordial support of not only Los Angeles and the neighboring towns, but floats are entered from as far up the San Gabriel Valley as Covina and deputations of Pacific Coast festivals from points as far removed as Oakland and Portland lend their aid by sending representatives to march in the grand parade which winds through the principal streets of Pasadena.

In every way the Tournament of Roses is symbolical not alone of the growth of Pasadena, but of the entire Southland, of which Los Angeles is the magnificent capital. To this city Pasadena naturally looks every year to send it the majority of the spectators of the great fete and the exciting sports at Tournament Park where

Happy New Year!

chariot racers thrill the multitude and athletic youths compete in clean and hardy sports. And although Los Angeles is sending a large delegation to San Diego to take part in the opening of the exposition, there will be no diminution in the crowds which will throng to the Crown City which so beautifully opens the new year.

FREE NEWSPAPERS AT NEW ORLEANS.

The Los Angeles Times heartily congratulates the newspaper publishers of New Orleans. They have had the courage to throw off the unjust, exasperating and despotic control of the unions. The publishers have decided that they, and not unionite officials outside of the city and caring for nothing but their own graft, shall supervise their plants, and shall hire their own men according to efficiency standards, and not according to the cinch the printers may have in the typographical unions. The open shop has been declared in every newspaper plant in New Orleans. "The composing-rooms of all the New Orleans newspapers will forever be operated as open shops" is the simple, specific and emphatic statement of the situation made by the publishers.

The New Orleans newspapers endured for a long time, as almost every other newspaper in the country has endured at some time or other, the interference and gouging of the unions. Those newspapers, as have many other newspaper, tried in good faith to meet the unions on a common, equitable basis. And those newspapers, as other newspapers, found the unions pressing harder and harder every day and the union employees doing less efficient and satisfactory work. Those newspapers had the courage to fight; and they won their fight at once by their firmness. The unions have no inducements to offer a publisher or an employer but violence in case the employer rejects their demands; the unions do not offer efficient employees, they do not permit their members loyally to serve the interest of their employers—they offer absolutely no advantages, except to the office-holders and money-grabbers in control of the unions. As for their violence—well, one must always expect violence from hold-up men and extortionists, but that is no reason for being complacent victims.

The history of the experience of the New Orleans publishers with the unions is that of practically all publishers who have been too timid to declare their independence. In their statement, the publishers say: "The publishers submitted to abuse from their employees for years. They sought compromise after compromise, and made concession after concession. The union answer was further breaking of contracts, further high-handed actions, and finally complete domination."

"Complete domination" is what is sought by practically all unions as they are conducted today and have been conducted in the past.

The action of the New Orleans publishers is a fine, effective example to all publishers throughout the United States who have tried in vain to stem by compromise and arbitration the encroaching demands of the law-breaking, dynamiting unions. The basis of efficiency and loyalty is the only sensible, profitable or equitable method of obtaining and keeping employees. All competent employees prefer to deal with the employers; the incompetent want the boycott and bludgeon in operation, for by no other means may they hold their jobs.

The list of open-shop concerns throughout the United States increases every year. Union domination has been tried and found to be tyranny. And such splendid courage as that now manifested at New Orleans means much to the cause of industrial freedom throughout the country.

WHY NOT NOW? 1915?

Section 2 of the act passed by the First Congress of the United States, August 10, 1790:

Sec. 2. And be it further enacted, that an addition of ten per centum shall be made to the several rates of duties above specified and imposed, in respect to all goods, wares and merchandise, which, after the said last day of December next, shall be imported in ships or vessels not of the United States.

This was the plan adopted by the fathers of the republic. It resulted in the creation of an adequate merchant marine and in giving to American ships 93 per cent. of overseas American commerce.

Why not now? 1915?

RIPPLING RHYMES.

BURDEN OF WEALTH.

I never yet have seen a Croesus who was gay; too much of old long green drives happiness away. The coin is goodly stuff, it is not vulgar dross, and when you've not enough you feel a total loss. But when you have a pile as big as Johnson's barn, you find you cannot smile or chortle worth a darn. By day it fills your mind, you dream about your wad, and man was not designed to make long green his god. All happenings on earth to you important seem, according to their worth to your financial scheme. Your viewpoint soon is wrong, your estimates are rash; you hold men weak or strong, according to their cash. No merit can you trace in genius clothed in rags, but you've a warm embrace for old man Money Bags. You see all Europe wrecked, and wet with gory ponds, and talk of war's effect on mortgages and bonds. And when, on judgment day, we stand, in frightened ranks, we'll doubtless hear you say, "This will disturb the banks!" Ah, better to be broke, and full of prunes, and sane, and think this world a joke, than give our souls to gain.

WALT MASON.

CHICAGO VIEWS.

[Chicago News:] Many a man who is sure he is right doesn't get ahead.

You never can tell. Even a deaf man may have sound judgment.

The favorite line of many a man is the line of least resistance.

One good turn deserves another, but it is generally the bad turn that gets it.

The man who expects a front seat in heaven shouldn't depend on the ticket speculators.

When two fellows form a mutual admiration society, the accent is never on the mute.

The plutocrat's idea of fame is that it is merely a cocktail before the feast of fortune.

"A stitch in time saves nine," quoted the Wise Guy. "Nine cuss words?" asked the Simple Mug.

Many a fellow who complains that he never has a chance wouldn't be ready for it if it should ever come.

Blobbs: "That fellow Goodleigh makes a cloak of his religion." Slobbs: "Well, I don't see that he is so warm, at that."

Nell: "She used to be a church choir singer, and now she is studying for grand opera." Belle: "Is she so scrappy as all that?"

The stories of daring airmen and the throwing of bombs from aeroplanes to the sleeping camps below indicate that Jules Verne was just a bit before his time, that was all.

LADY OF THE GOLDEN HAIR.

BY T. HOWARD WILSON.

Here at the ocean's verge from moon to moon,
Where little liplets of the lacy foam
Make trebled poutings down the burnished sand,
From moon to moon, in lily-lidded sleep,
As ever in a dream by magic wrought,
She lay and kept her tryst through endless years.
Around her couch the twilight tides made pause,
And choral wafturés streaming from the stars,
Loosed melodies too sweet for mortal ears,
E'en while she slept a lily-lidded sleep.
The sugared ripeness globed on tree and vine,
Pulped in its nectared orbs of rose and blue,
Weft in a maze of tangled witchery,
Her fair form graced in ornate disarray.
—Here lay the maid in beauty's prime within
A wild and Indian-haunted wilderness.

Like some rare gem set in a Magi's ring,
Or purple glow mooned in a cup of wine,
Or like a rose, the queen of all her kind,
As beautiful as beauty's self was she
Prone on her couch of gold and scarlet leaves.
Then, ere a bowstring's twang might murmur out,
A sudden tremor passed; she was aware
Of dreamy bare-foot maidens moving slow
In rhythmic curves asway to lilting lutes—
The dancing daughters of Hesperides
Who wind their captives round with silken chords
And lead them straying through enchanted lands
Of golden mists and purple twilight hills
Till they have lost obeisance to the past—
And being 'ware of them, they vanished quite,
While from afar came sound of many feet.

Gold-lured o'er pathless plains the Saxon comes,
And evermore, enamored of the land,
Fares on at headlong pace; or, garlanded
With poppy blooms, in idle dalliance
He drinks the sleepy charm of murmurous stream.
Lost in the thralldom of oblivious years,
He notes the silver froth of foaming seas,
The rosy raft-clouds floating down the west,
And scarlet scarfs of sunshine flared on snows
Whose domes o'erguard the borderland of time—
Here gardens weave their damasked pageantry—
The stately fluted dahlia winy-hued;
The tall red rose that nods above the world;
An endless stream of vagrant buttercups;
Or languid lilies clad in simple stole—
And here the strange weird call from crystal skies.

O babbling billows strewn on sanded shores,
Where irised bubbles swarm like golden bees!
O cool Memnonian winds that moaning swing
From plume to plume of pines on margent heights!
Not you, nor bird songs throbbing in the night,
Nor yellow chrysmal oils the moon outpours
'Twixt Firmin's light and mystic Avalon—
Not these have called the Saxon down the west
And held him thrall in bonds of durance sweet,
But that fair maid whose eyes are like the dawns
Of unforgotten skies, whose tempting lips
And languorous form unmated down the years
Have drenched the fame of Egypt's queen in night.
O lady of the golden hair, the lure
Of thy soft eyes hath stilled our wanderlust,
And thou hast sealed the quest of all our dreams!

CRISPNESS.

Will it be Europe's shocking fate to be torn asunder by wild professors?—[New York World.

Ambassador Sharp finds Mr. Herrick's house too small. But what about his shoes?—[Columbia State.

Since the Zeppelin scare, it is said that business in London is looking up.—[Nashville Southern Lumberman.

Even in the British War Office the best time to deny an interview is before granting it.—[New York World.

"Go to war, men," says Mrs. Pankhurst. Won't that Sherman quotation ever die?—[Philadelphia North American.

Mexican mothers have the edge in predicting that some day their sons may be Presidents.—[Wall Street Journal.

Some one should inform Mr. Kipling that the white man's burden is now assisting in carrying the load.—[Washington Post.

If Russia had gone in for the good roads movement the Germans would probably be in Warsaw now.—[Charleston News and Courier.

Mexican Presidential candidates do their running after they are elected.—[Toledo Blade.

Turkey accrediting a representative to the Pope is not the least of the war's ironies.—[Columbia State.

We may not have been able to get a salute at Tampico, but we got one at Smyrna.—[Oakland Enquirer.

National Civic Federation says we are on the verge of prosperity. Everybody push.—[Wall Street Journal.

We have a feeling that when this war is over Davy Jones is going to have a strong navy.—[Boston Transcript.

Strange to say, while Europe is encouraging marriage, America has imposed a war tax on it.—[Pittsburgh Dispatch.

Democrats who profess to see a rainbow in the political sky logically confess there has been a storm lately.—[Wall Street Journal.

NEW YEAR REFLECTIONS OF FATHER TIME.

[Judge:] The good resolutions die young.

Where there's a will, there's always a way to get around it.

"Nothing but wine!" on New Year's Eve must mean nothing but beer for the rest of the month to a lot of folks.

It's the guy who can put "No!" in November, rather than in January, who wins out.

Noah still holds the record for the longest run on the water wagon.

In view of the extreme wetness of New Year's Eve along the great white ways, why not make it "Wring out the old, wring in the new?"

It's strange how much easier it is to keep enthusiastic over a new year resolution from December 31st to January 1st, than from January 1st to December 31st.

Pen Points: By the Staff

Many Happy New Years!

South Carolina turns the hose on Cole Blease today.

And there is that seal brown taste of the morning after.

Business may need a rest, but it can also use more work in its business.

The Wilson note to Great Britain might blossom into an ultimatum.

Ex-President Taft favors silent golf. He wants nothing doing and plenty of it.

San Diego's last word—"Caede Mille Failthé"—a hundred thousand welcomes.

"Here's to your health, and your family's, and may you all live long and prosper."

Prohibition cuts no ice with the mocos. With the beginning of the new year it is full.

Wonder how many remedies have been recommended to Mayor Rose for his "roosatiz."

Our old friend, John Bull, is also doing a bit of "watchful waiting" on his own account.

Col. Egg Nog is expected to be in our midst today. And this in spite of the prohibition rumpus.

In case of trouble with England of course President Wilson would lift the neutrality ban in this country.

In view of the excitement in that English seaport town, why not change the name to Scaredborough?

Belgium complains that too many baby clothes have been sent to the sufferers. It denies that it is an incubator.

The remains of a fossilized buffalo have been found in Long Beach. Probably belonged to the Buffalo Bill show.

It is now claimed that the great war means the end of the world. Oh, well, the Christmas shopping is done, praise be!

Former Field Marshal Von der Goltz denies that he committed suicide. And his views are entitled to some consideration.

The lawyers in the Thaw case say the fighting has just begun. It will last as long as the young scapegrace has the price.

Fifty degrees below zero is the lowest cold mark in the East—almost as chilly as the feeling between the Germans and the allies.

Santa Monica is going through the struggle of an anti-rooster campaign. Which is our idea of nothing in particular to worry about.

Some of the baseball players who have jumped their contracts would be a hit at the Olympian games in San Francisco during the big show.

Perhaps President Wilson recalls how valiantly Senator O'Gorman worked to defeat him at the Baltimore convention. But that is a mere detail.

Champ Clark says he is not bothered about the nomination in 1916. If he and Secretary Bryan would see to it that it did not worry very long.

President Wilson says that with the growth of the country itself there must come increased expenses. Doesn't it take Woodrow to see things?

Speaking again of the things that were, what has become of the Boer rebellion? Seeing how soon it was done for, we wonder what it was begun for.

The Chinese government has made Yuan Shi Kai President for life. The yellow statesman doesn't have to worry about the one-term plank in his platform.

"Will G. McAdoo and his bride, from Washington, are spending a few days in our midst. Come again, Will, and stay longer."—San Diego local item.

If the Carranza army would only fight as strongly as he talks there would be something doing down in Mexico. But a war was never won by vocal effort alone.

Don't smile at little Switzerland, though she has no navy, she can mobilize a larger trained army than the United States. A frown on the Helvetian face means something.

Diamond rings are going out of fashion as engagement signs, and have been succeeded by accepted orders on the grocer around the corner. The change is not a bad one.

If the Democratic tariff law cannot weather out with a European war to help, what chance has it got when normal conditions prevail? It would seem that fate was fighting for them.

John D. Rockefeller has filed a reply to the claim against him in Cleveland, O., for that $1,200,000 of taxes. It is possible that Mayor Baker may be able to collect about $12, knocking off all the ciphers.

Pasadena, the Crown City, bids a royal welcome to her annual Tournament of Roses. Nowhere else in this country, at this season of the year, can there be shown such a profusion of beautiful flowers.

What's in a name? Grover Cleveland has been convicted of white slavery in a Federal court at Topeka, Kan., and George Washington and Abraham Lincoln have served many terms in the penitentiary.

Of the 3000 American tourists who were assisted financially to reach home at the breaking out of the war all but one have repaid the money, and he had a good reason. As a general run, folks are honest.

Corona.

ROADS QUARREL OVER CROSSI

SANTA FE DEMANDS OVERH ELECTRIC TRACK.

Celebration at Corona Must Postponed Until Railroad Com sion Decides Contention— Marshal Completely Surprised Jokes of City Council.

[LOCAL CORRESPONDENCE.]

CORONA, Dec. 31.—From p indications the much talked of bration that was to be held i rona January 15, upon the co tion of the electric car line be Riverside and Corona, will pro be postponed unless a satisfa agreement between the Pacific tric Railway Company and the ficials of the Santa Fe Railroad pany is reached within the nex days.

The work has progressed rapidly so far. The poles are tically all up, and the stringi the wires is about completed. steel rails have been laid wes Arlington down to the Santa tracks, and here is where the is now being held up.

The Santa Fe objects to the cific Electric Company cro their tracks and demand that overhead bridge be built. The ter is now before the Railroad mission, and immediately upon receipt of a decision from this bod work will be rushed as rapidl possible.

MARSHAL SURPRISED.

The City Council has declared office of City Marshal vacant came about through the efforts number of business men who present who made complaints ag Officer A. C. Ramsey, who charged with a number of offe Trustee E. J. Genereaux, Police C missioner, demanded that Mr. R sey surrender his badge. This Ramsey refused to do until ass by the board members that his had been declared vacant.

Thoroughly disgusted and angr the abrupt manner in which he been "let out" without first ha an opportunity of defending him the officer threw his badge on table and turned to leave the C. ell chamber when he was confro by F. H. Ott, one of the compl ants, and also president of Corona Auto Racing Association.

As Mr. Ramsey brushed him in his attempt to leave the room Ott managed to pin a new badg him designating him as "Chief Police," which office was created known to Mr. Ramsey at the meeting of the board.

CITY TO OPERATE DANCING HAL

SANTA MONICA SPONSOR OCEAN PARK'S CONDUCT AND AMUSEMENT.

[LOCAL CORRESPONDENCE.]

OCEAN PARK, Dec. 31.— Year's night will see the openin the first municipally managed dan pavilion in California, for the of Santa Monica has taken over big hall on the pier and installe twenty-two-piece orchestra, which to be under the direction of Sig E. Lebegott, formerly director of People's Symphony Orchestra of Angeles.

When the brilliantly lighted vilion is opened tonight, Mayor T. Dudley and his Councilmen of t city, Mayor Gerety of Venice Mayor Price of Sawtelle, have b invited to be present in the munici section with their boards of Truste This being the first city to oper its own dance hall, the eyes of ma towns under 25,000, and some o that population, are upon Sa Monica, to watch how the city co out in the venture. Several ot places in Southern California contemplating such a move, is t by the men who have put this th through.

Chairman C. H. Brown, of the co mittee comprising also C. H. R mond and J. W. Hughes, is hope of a record breaking opening everything has been arranged for comfort of the public, the taxpay and people whose money is pay for this fine music. The large chestra will play from 7:30 to 8 o'clock, under the direction of Sig Lebegott, after which dancing start, the musicians being led by P Firth Crossland.

The orchestra will play in the palace of dancing on the end of Ocean Park pier all winter, and p sibly through the early summer. city will send out reports as to success of the new venture, so t other cities desiring to afford amu ment for the people, can draw th own conclusions as to whether would be wise to install such an chestra. Many local music lov are preparing to attend regularly big concerts.

MORE TEACHERS NEEDED.

Owensmouth's Growing Yo Need Larger Quarters and Bo Will Provide Facilities.

[LOCAL CORRESPONDENCE.]

OWENSMOUTH, Dec. 31.— trustees of the Owensmouth Un High School have decided to emp an additional teacher for the bala of the school year to properly care the pupils. This will give the new organized school a full quota teachers, making it eligible for u versity credits.

The High School was organized October with twelve students and w open Monday next with an enrollme of twenty-five.

Bonds in the sum of $100,000 ha been voted for the construction of modern high school building and th project will be pushed as rapidly possible. It is desired to have t new building completed in time f use next year.

The poultry industry is developi rapidly in the Owensmouth distri At the Elliott-Brant Rancho is bei constructed the largest and mo complete poultry house in the So Fernando Valley. At the Jepso ranch plans are being made to ad 20,000 White Leghorn chickens to th flock of 2000 now being cared fo Installed at an early date.

HANFORD CELEBRATES.

[LOCAL CORRESPONDENCE.]

HANFORD, Dec. 31.—The advent o the New Year in this city is bein celebrated here tonight with a stree dance. A whole city block is rope off, the pavement cleaned and waxe and since 9 o'clock hundreds hav been dancing. This is the first enter tainment of this kind which has bee given in this city.

Points: By the Staff

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th Carolina turns the hose on Cole today.

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Diego's last word—"Caede Mills "—a hundred thousand welcomes.

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Clark says he is not bothering e nomination in 1916. If he do, y Bryan would see to it that he worry very long.

nt Wilson says that with the of the country itself there must reased expenses. Doesn't it take to see things?

ng again of the things that were s become of the Boer rebellion? ow soon it was done for, we won- it was begun for.

hinese government has made Yuan President for life. The yellow n doesn't have to worry about the plank in his platform.

. McAdoo and his bride, from on, are spending a few days in t. Come again, Will, and stay San Diego local item.

Carranza army would only fight as as he talks there would be some- ng down in Mexico. But a war r won by vocal effort alone.

mile at little Switzerland, though o navy, she can mobilize a larger rmy than the United States. A the Helvetian face means some-

d rings are going out of fashion ment signs, and have been suc- accepted orders on the grocer e corner. The change is not a

Democratic tariff law cannot win a European war to help, what s it got when normal conditions It would seem that fate was r them.

Rockefeller has filed a reply to against him in Cleveland, O., for 0,000 of taxes. It is possible that aker may be able to collect about xing off all the ciphers.

ns, the Crown City, bids a royal to her annual Tournament of Nowhere else in this country, as n of the year, can there be shown ofusion of beautiful flowers.

in a name? Grover Cleveland has rieted of white slavery in a Fed- t at Topeka, Kan., and George on and Abraham Lincoln have ny terms in the penitentiary.

3000 American tourists who were financially to reach home at the out of the war all but one have e money, and he had a good rest general run, folks are honest.

Corona.

ROADS QUARREL OVER CROSSING.

SANTA FE DEMANDS OVERHEAD ELECTRIC TRACK.

Celebration at Corona Must be Postponed Until Railroad Commission Decides Contention — City Marshal Completely Surprised by Jokes of City Council.

[LOCAL CORRESPONDENCE.]

CORONA, Dec. 31.—From present indications the much talked of celebration that was to be held in Corona January 15, upon the completion of the electric car line between Riverside and Corona, will probably be postponed unless a satisfactory agreement between the Pacific Electric Railway Company and the officials of the Santa Fe Railroad Company is reached within the next few days.

The work has progressed very rapidly so far. The poles are practically all up, and the stringing of the wires is about completed. The steel rails have been laid west of Arlington down to the Santa Fe tracks, and here is where the work is now being held up.

The Santa Fe objects to the Pacific Electric Company crossing their tracks and demand that an overhead bridge be built. The matter is now before the Railroad Commission, and immediately upon receipt of a decision from this body the work will be rushed as rapidly as possible.

MARSHAL SURPRISED.

The City Council has declared the office of City Marshal vacant. It came about through the efforts of a number of business men who were present who made complaints against Officer A. C. Ramsey, who was charged with a number of offenses. Trustee E. J. Genereaux, Police Commissioner, demanded that Mr. Ramsey surrender his badge. This Mr. Ramsey refused to do until assured by the board members that his office had been declared vacant.

Thoroughly disgusted and angry at the abrupt manner in which he had been "let out" without first having an opportunity of defending himself, the officer threw his badge on the table and turned to leave the Council chamber when he was confronted by F. H. Ott, one of the complainants, and also president of the Corona Auto Racing Association.

As Mr. Ramsey brushed him aside in his attempt to leave the room Mr. Ott managed to pin a new badge on him designating him as "Chief of Police," which office was created unknown to Mr. Ramsey at the last meeting of the board.

CITY TO OPERATE DANCING HALL.

SANTA MONICA SPONSOR FOR OCEAN PARK'S CONDUCT AND AMUSEMENT.

[LOCAL CORRESPONDENCE.]

OCEAN PARK, Dec. 31.—New Year's night will see the opening of the first municipally managed dancing pavilion in California, for the city of Santa Monica has taken over the big hall on the pier and installed a twenty-two-piece orchestra, which is to be under the direction of Signor E. Lebegott, formerly director of the People's Symphony Orchestra of Los Angeles.

When the brilliantly lighted pavilion is opened tonight, Mayor T. H. Dudley and his Councilmen of this city, Mayor Gerety of Venice and Mayor Price of Sawtelle, have been invited to be present in the municipal section with their boards of Trustees. This being the first city to operate its own dance hall, the eyes of many towns under 25,000, and some over that population, are upon Santa Monica, to watch how the city comes out in the venture. Several other places in Southern California are contemplating such a move, is told by the men who have put this thing through.

Chairman C. H. Brown, of the committee comprising also C. H. Raymond and J. W. Hughes, is hopeful of a record breaking opening and everything has been arranged for the comfort of the public, the taxpayers and people whose money is paying for this fine music. The large orchestra will play from 7:30 to 8:30 o'clock, under the direction of Signor Lebegott, after which dancing will start, the musicians being led by Prof. Firth Crossland.

The orchestra will play in the big palace of dancing on the end of the Ocean Park pier all winter, and possibly through the early summer. The city will send out reports as to the success of the new venture, so that other cities desiring to afford amusement for the people, can draw their own conclusions as to whether it would be wise to install such an orchestra. Many local music lovers are preparing to attend regularly the big concerts.

MORE TEACHERS NEEDED.

Owensmouth's Growing Youth Need Larger Quarters and Bonds Will Provide Facilities.

[LOCAL CORRESPONDENCE.]

OWENSMOUTH, Dec. 31.—The trustees of the Owensmouth Union High School have decided to employ an additional teacher for the balance of the school year to properly care for the pupils. This will give the newly-organized school a full quota of teachers, making it eligible for university credits.

The High School was organized in October with twelve students and will open Monday next with an enrollment of twenty-five.

Bonds in the sum of $100,000 have been voted for the construction of a modern high school building and this project will be pushed as rapidly as possible. It is desired to have the new building completed in time for use next year.

The poultry industry is developing rapidly in the Owensmouth district. At the Elliott-Drant Rancho is being constructed the largest and most complete poultry house in the San Fernando Valley. At the Jepson ranch plans are being made to add 30,000 White Leghorn chickens to the flock of 2000 now being cared for. A number of smaller plants are to be installed at an early date.

HANFORD CELEBRATES.

[LOCAL CORRESPONDENCE.]

HANFORD, Dec. 31.—The advent of the New Year in this city is being celebrated here tonight with a street dance. A whole city block is roped off, the pavement cleaned and waxed and since 9 o'clock hundreds have been dancing. This is the first entertainment of this kind which has been given in this city.

NEW CHARGE IS MORE SERIOUS.

MAN SAID TO HAVE PLANNED TO KILL NEGRO HE SHOT.

With a charge of first-degree murder against him, J. W. McPherson of No. 1334 Mission road, was locked up in the County Jail early last night, having been arrested by Deputy Constable Allen. The prisoner shot and killed Joe Henry, a negro teamster, one day last week, but upon his story that he had committed the act in defense of a neighbor woman he was released from custody pending an investigation of the affair by the Coroner's jury.

At the inquest a number of unusual facts developed and Deputy Dist.-Atty. Keetch yesterday decided to issue a complaint against the man. The warrant was sworn to by W. O. Tyler, a colored lawyer.

"That McPherson and Henry got into an argument over the latter's insult to a woman was established at the inquest," said the deputy, "but the prisoner's declaration that he shot the man in self-defense and to protect the woman was not clearly established, and as a result I deemed ot proper to issue the warrant charging murder.

"It appears, according to the evidence at the inquest, that Henry was driving past the home of McPherson, and upon seeing a woman in the road addressed her with foul language and acted in a menacing manner. She reported the negro's actions to McPherson, who essayed to reprimand the man, and hot words culminated in Henry displaying a penknife. McPherson retreated to his home and securing a gun rushed toward the negro and demanded that he throw his knife away. Instead of complying, he stepped toward McPherson and the latter shot him."

The Coroner's jury returned a verdict that Henry came to his death by a gunshot wound at the hands of McPherson. The deputy said the evidence was of such a nature that a more thorough investigation is warranted.

FIRE ENDANGERS MILL.

Great Western Milling Company Plant is Saved by Firemen—Blaze Destroys Barn.

Fire, supposed to have started in a huge pile of rubbish and old papers, early last evening destroyed a barn at No. 914 Alameda street, and cost the life of a horse, which was burned to death before the firemen arrived. The building was valued at $400.

When firemen reached the scene they saw that the barn was doomed and used their efforts in protecting the big plant of the Great Western Milling Company on the opposite side of the street. It was in imminent danger, but no damage was done to it.

The owner of the barn is P. D. O'Beer, but it was rented by Bert Shope.

BURGLAR ATTACKS WOMAN IN HOME.

RETURNING TO THEIR HOUSE MOTHER AND DAUGHTER FIND PROWLER.

Returning unexpectedly from a shopping trip downtown to their home at No. 608 East Twenty-ninth street, at about 6 o'clock last evening, Mrs. Jennie Schofield and her daughter, Mrs. N. S. Nibecker, exchanged surprises with a burglar. He made his escape, but before leaving dealt Mrs. Schofield a terrific blow on the forehead and engaged in a hard struggle with Mrs. Nibecker.

When the women stepped inside the front door they saw that things were topsy-turvy, and Mrs. Nibecker suggested that possibly a burglar had been in the house. Her mother was not so convinced, and after removing her wraps started to a clothes press to put them away. When she placed a hand on the knob a man of powerful physique burst forth, struck her on the head with a big flashlight and dashed for the front door.

Mrs. Nibecker heard her mother screaming and rushing to the hall, met the burglar face to face. She grappled with him and hung on while he dragged her through the door and out into the yard. She released her hold then and the man ran down the street.

Mrs. Schofield was knocked almost unconscious and a physician was called. He dressed an ugly wound over her right eye.

The burglar is described as being about 5 feet 10 inches tall, weighing 185 pounds, sandy complexion and wearing a light suit. So far as could be discovered last night he secured no loot.

AIDS RAILROAD PROJECT.

State Commission Adds Impetus to Plan for Linking San Diego With the Imperial Valley.

Marked impetus was given the project of the San Diego and Arizona Railroad Company yesterday to link the Imperial Valley and San Diego by the construction of a short stretch of line through Mexico, by a decision of the State Railroad Commission, approving both the agreement of John D. and A. B. Spreckels to purchase $3,000,000 of the company's stock and the plan of organization worked out for the Mexican company.

The stock issue is essential to the acceptance by the Union Trust Company of San Francisco of the $10,000,000 bonds which were issued to secure money to finance the Mexican construction work and equip the road for through service between the Imperial Valley and San Diego.

AIDS ITS EMPLOYEES.

Arrangements by which employees of the Pacific Telephone and Telegraph Company may purchase stock in its parent concern, the American Telephone and Telegraph Company, were announced here yesterday by Division Commercial Superintendent Mason. For each $300 of annual wages he receives, an employee may purchase stock of the company at $110 a share at the rate of $2 a share, a month, beginning with March 1. All quarterly dividends will go towards paying for the stock, after deducting 4 per cent. interest a year on the unpaid balances. It has been calculated by the company that employees taking advantage of the offer with its inception can pay for their stock in full by November, 1918, through the combination of dividends and installments.

A New Year!

—and with its dawning our friendliest hopes go out to you for Happiness and Good Fortune in unmeasured abundance.

Staub's
The Popular Price Shoe Store.
336 SO. BROADWAY

ATLANTA, 2¼ in. high
WHITBY, 1⅞ in. high

ARROW COLLARS
2 for 25 cents
Cluett, Peabody & Co., Inc. Makers

DRAFT IS STOLEN.

G. L. Whitman reported to the police yesterday afternoon that some one stole a draft for $195.20 from a desk in his office, 510 Byrne building. He was out when the theft occurred. The draft was on the Crocker National Bank of San Francisco. A young man who presented the draft for payment at a local bank is sought by detectives.

JUST A BANANA PEEL.

Paul Alexander, 32 years old, of the Sunset Hotel, is suffering from a sprained left ankle. The innocent cause of his misfortune was a banana peeling which he stepped on at San Pedro and Washington streets. After executing several circles, Mr. Alexander landed sidewise on his left foot. He was treated at the Receiving Hospital.

OTHER OFFICES
in St. Louis, Chicago, San Francisco, Birmingham, New Orleans, Dallas and Houston.

--There's No Need of It

Many of our private homes are being haunted by desperate, cold-blooded *prowlers of the night*—cowards who, like rats, will fight only when trapped.

Take precautions against these criminals not only to save life and property, but to relieve your family from that constant fear and anxiety.

A letter or phone message to us, or a personal call upon our Department of Engineering and Service will supply you with immediate knowledge of the plans and costs of Protective Electrical Systems which we install in many of the finest residences in Southern California. The prompt attention and skill of our electrical engineers await you.

IF IT'S ELECTRICAL, WE HAVE IT.
F. E. NEWBERY ELECTRIC CO
A 4285 724-26 S. OLIVE ST. BOWL 303
ENGINEERS—CONTRACTORS—DEALERS
Three doors south of L. A. Athletic Club.

The J. W. Robinson Co.

The January Sales---of Misses and Children's Wear!

Suits: Dresses: Coats:

31 Suits;—12, 14, 16, 18 size; before $15 and $18—
. . . . . $9.75! . . . . .

37 Suits;—14, 16, 18 size; before $25—reduced to
. . . . . $13.50! . . . . .

34 Velvet and Broadcloth Suits, before $30 to $85—
. . . . . half price! . . . . .

55 wool dresses, 14, 16, 18 size; before $13.50 to $30—
. . . . . half price! . . . . .

41 silk dresses, 14, 16, 18 size; before $22.50 to $50—
. . . . . half price! . . . . .

19 velvet dresses, 14, 16, 18 size; before $20 to $70—
. . . . . half price! . . . . .

51 cloth coats, 14, 16, 18 size—before $10 to $30—
. . . . . half price! . . . . .

15 velvet and corduroy coats, 14, 16, 18 size—for—
. . . . . half price! . . . . .

An Odd Lot—23 coats, rain coats, linen dusters, mixture weaves—marked to close at . . . . . $1!

—in Children's Wear:

38 children's dresses; 8, 10, 12, 14 size; before $7.50 to $12.50
. . . . . $5.00! . . . . .

11 children's dresses; 8, 10 and 12 size;—to close at
. . . . . $1.00! . . . . .

41 challis dresses, 6 to 14 size; formerly $4.50 to $10—
. . . . . $3.75! . . . . .

129 children's coats, 8, 10, 12 and 14 size; before $5 and to $18.50—reduced for this January Sale—to
. . . . . half price! . . . . .

Misses and Children's Section—2nd floor—Saturday!

Broadway and Third

Let's have Afternoon Tea at Mothers
She serves that delicious
Ridgways Tea
50c., 60c., 70c. and $1.00 per pound

Merick Reynolds
Objets d'art, fine prints, unusual books.
841 Broadway

The sale of our fine collection of paintings has begun. From $5 to $5000. All reduced 25 per cent. to 40 per cent. Come.
KANST ART GALLERY
642 South Spring Street

S. NORDLINGER & SONS.
Established 1869
OLDEST JEWELRY HOUSE IN SOUTHERN CALIFORNIA
631-633 So. Broadway.

A hat from Spier is worth the price you pay for it.
Spier
Third Street at Hill.

BIG SALE NOW ON
ELECTRIC LIGHTING SUPPLY CO.
216 West Third Street
Between Spring and Broadway

Partner Wanted
With $10,000 to $20,000

The Vice-Presidency of a local manufacturing corporation handling a product that is as staple as wheat, is open to a suitable party who can invest above amount before January 4th, 1915. A stock interest will be given that should yield an annual income of $5000 or more. The corporation is free from debt and its assets are far in excess of amount required. Address C, box 473, Times Branch Office.

Life's Gentler Side—Society, Music, Song and the Dance—The Theaters

MOVEMENTS IN SOCIETY.

MISS LENA PIERCE, daughter of Mr. and Mrs. Fred Pierce, No. 1351 Oak street, will become the bride of Joseph Doan, son of Mrs. George Doan, at the home of her parents, today. The ceremony is to be performed in the presence of 100 relatives and friends by the bride's uncle, Rev. C. C. Pierce, assisted by another uncle, Rev. S. L. Wheat.

The home will be massed with a profusion of greenery, white narcissus and lilies of the valley with the exception of the dining-room which is to be done in pink, the bride's table centered with Cecile Brunner buds. The lines are to be read in the living-room, the bride approaching the improvised altar in front of the fireplace, which has been banked with palms and greenery, a tall candelbrum on either side, on the arm of her father, who will give her away.

A trio composed of piano, violin and 'cello will furnish music throughout the evening, playing softly during the ceremony.

The bride is to be in an exquisite white satin affair, with trimmings of princess lace, a coronet of orange blossoms holding the lace veil in place. The costume will be completed with a shower of lilies of the valley and bride's roses. Miss Zona Beall of Fresno, maid of honor, is to be attired in a white satin gown, with a Russian effect overdrape of pink crepe chiffon, and will carry a shower of Cecile Brunner rosebuds and maidenhair fern. The two bridesmaids, Miss Lucy Cree and Miss Irene Ryan, are to be gowned alike in pink satin with pink silk net overdresses, trimmed in little hand-made French roses, they will also carry the Cecile Brunner buds. Little Frances Hauk is to serve as the flower girl. Her frock is a dainty white lingerie with sash and bows, and she will carry a golden basket with pink rose petals. Jack Walker, in a white Oliver Twist suit, will bear the ring on a white satin pillow.

G. R. Doan, brother of the groom, is to be best man, and the ushers include Gerald Fitzgerald, Mark Pierce, brother of the bride; Leslie Bringham and Chandler Ward. A short reception and supper will follow the ceremony, after which Mr. and Mrs. Doan will leave on a wedding trip. Upon their return, Mr. Doan will take his bride to the beautiful new bungalow he has provided for her at No. 1630 Ninth avenue, where they will be at home to their many friends after February 1.

Many charming affairs have been giving for this charming young lady since the announcement of her engagement, she entertaining her bridal party, with an enjoyable dinner Wednesday evening.

Engagement Announced.

Mr. and Mrs. William Tissenbach, No. 2945 La Salle avenue, announce the engagement of their daughter, Miss Alice Marie Rogers, to John Manfred Hager. No date has been set for the wedding.

Children's Party.

Thirty-six little guests enjoyed the delightful children's party given recently by Mrs. Oswald Zahn at her attractive new home on Western avenue, for her little son, Junior, who, celebrated his 7th birthday. French baskets of flowers were used throughout the rooms and the dining-room was dainty in a color scheme of pink and white. The refreshments also carried out the color scheme. Each guest received a favor and gift from the Christmas tree.

Engagement Made Known.

Mrs. A. E. Kirke of Ocean Park and formerly of Winnipeg, Can., announces the engagement of her daughter, Miss Kora Leuez, to Clude L. Gunn, son of Mr. and Mrs. John Gunn of Winnipeg. The wedding will take place in Ocean Park the latter part of January, and after spending the remainder of the winter there, the bride and groom will make their home at Winnipeg.

Announce Engagement.

Announcement has been made of the engagement of Miss Louise Fleming, youngest daughter of Mr. and Mrs. Thomas J. Fleming to Ernest Duque, son of Mr. and Mrs. Thomas Duque.

Merry Party.

Henry S. Baer, No. 36 Westminster street, Venice, entertained his brothers and their families last evening at an informal party, celebrating the coming of the new year and the reunion of the families.

Holiday Dinner.

Mr. and Mrs. O. H. Joy entertained with a beautifully-appointed dinner last week, covers being laid for Mr. and Mrs. Van Brunt, Mrs. Echlelberg of Milwaukee, Mr. and Mrs. George E. Feagan, L. G. Feagan, Van Brunt Joy and Mr. and Mrs. Dana King.

Bishop Johnson Entertains.

Bishop Johnson entertained various members of the clergy at Hotel Clark Wednesday. Covers were laid for twelve.

Another Announcement.

John G. Beaver of No. 2272 West Twenty-ninth street announces the engagement of his sister, Miss Jeannette Catherine Beaver, to George Stoddard Cortelyou. The wedding will take place some time in the spring. Miss Beaver is a former Marlborough School girl and is well known among the younger set of the city.

Extended Tour.

The following Angelenos will leave January 7 on an extended cruise to the Hawaiian Islands: Mrs. George W. Wilson, Miss Laura Wilson, Mrs. Ada L. Riggs, Mr. and Mrs. John Peck and Dr. and Mrs. E. E. Phelps.

Assemblyman Weds.

In the presence of a few immediate friends and relatives, Attorney Harry A. Chamberlin, chairman of the Southern California Republican delegation to the State Legislature, and Miss Gertrude Robertson, daughter of Mr. and Mrs. Benjamin J. Robertson of Oakland, were quietly married yesterday morning. The ceremony was performed at the home of the bride's sister, Miss Maud Robertson, No. 2919 Wisconsin place, by Rev. J. R. Compton. Mrs. Chamberlin, of whom a photo by Johnson appeared in The Times yesterday, will attend the forthcoming legislative session at Sacramento. The young couple left immediately after the ceremony for San Francisco, where they will spend a few days before proceeding to the State capital.

Luncheon Party.

Mrs. Thomas McCarthy, at a charmingly-appointed luncheon, recently announced the engagement of her daughter, Miss Elizabeth, to Raymond Schoeffel. A pretty color scheme of pink and white was artistically followed in all the arrangements of the affair and the table was centered with Cecile Brunner roses from which pink streamers led to the place cards. Dainty crocheted baskets ornamented with bows of tulle marked each cover.

Citron-Lafee.

Of interest to their many friends will be the wedding today at noon of Miss Regina Lafee of San Francisco and Dr. I. Jesse Citron of this city, at the home of the bride's sister, Mrs. Louis Kreilner, No. 1752 Turk street, San Francisco, Rev. Nieto officiating. After an extended honeymoon the young couple will reside at No. 109 South Normandie avenue.

House Party.

Mrs. C. W. Hinchcliffe, No. 1327 Crenshaw boulevard, entertained with a house party of young people over New Year's, and yesterday was hostess at an elaborate dinner party of ten covers.

Fraternity to Entertain.

Members of the Phi Sigma Fraternity will entertain tomorrow evening with a large dinner-dance at Beverly Hills. The private dining-room will be elaborate with blue and white balloons and long streamers of tulle in the same shades.

They will Twinkle in Los Angeles.

Evelyn Parnell

Florencio Constantino

Grand opera stars, Who head the Lambardi organization which will fill a three-week engagement here.

CARELESSLY SHOOTS.

Deputy Sheriff Charged with Assaulting an Officer with a Deadly Weapon.

Charles Hearne, who carries a deputy sheriff's badge and has engaged to some extent in private detective work, is in the City Jail charged with assaulting an officer with a deadly weapon.

It is alleged that Hearne, while intoxicated, fired a revolver at Special Officer F. B. Johnson, who is employed at the Trinity Auditorium Hotel. According to Officer Johnson, Hearne entered the hotel early last night and made himself so obnoxious that it was decided to eject him.

When the officer led him to the door Hearne is alleged to have stuck a gun in his face and pulled the trigger while Johnson was grappling with him. The bullet went whizzing past Johnson's head, but no one was injured by it.

FOR OLD KING COTTON.

Featuring cotton, the product of Los Angeles' richest trade territory, the Imperial Valley, the finishing touches were placed yesterday on the Chamber of Commerce's float for the Tournament of Roses. The float is in the form of an ancient Spanish galleon typifying foreign trade, and will be occupied by ten pretty girls in costumes of countries with which this city has long had trade relations. For years the Chamber of Commerce has been a prize winner at the great Pasadena fete, and the designer of this year's float, Miss Isabelle Sturdevant, expects her handiwork to be far up the percentage column today.

HUNTINGTON PARK IS CELEBRATING.

[LOCAL CORRESPONDENCE.]

HUNTINGTON PARK, Dec. 31.—A parade of 100 automobiles, the municipal band, a new outfit of fire-fighting apparatus, with red fire, tin horns and squawkers of a hundred varieties opened the Municipal Carnival at Huntington Park tonight to celebrate the completion of a new City Hall, the acquirement of a fire-fighting outfit, the installation of a boulevard-lighting system and the improvement of all the city streets.

Two thousand persons attended the opening ceremonies. Judge Thomas V. Cassidy gave the speech for the contractor, W. D. Geck, and Mayor Leonard accepted the tender of the golden key to the City Hall.

This carnival is conducted by the Chamber of Commerce, the City Council and the Women's Improvement Club. It will continue New Year's Day with a programme of eleven sorts of races, concert, baby show, barbecue, midway, and end with a volleyball game between the Fats and the Leans.

The crowd continued at the carnival till after midnight New Year's eve, bringing the celebration to a grand culmination in a confetti battle.

FELGATE, SHARPSHOOTER.

[LOCAL CORRESPONDENCE.]

SIERRA MADRE, Dec. 31.—It is believed that with the killing today of an enormous chicken hawk by W. W. Felgate, manager of the estate of Dr. W. Jarvis Barlow, the disappearance of many of the fancy chickens kept on the place will stop. For a long time the pens have been regularly depleted with no clew to the thief until a short time ago, when Felgate saw a large hawk circling overhead. After several ineffectual efforts to kill the bird of prey, Felgate succeeded today in killing the hawk, which, when measured, was found to be four and one-half feet from the tips of his wings, and weighed eight and one-half pounds.

SAWTELLE MAKES READY.

Plans to Entertain Visitors and Explain Glories of the City and Vicinity.

[LOCAL CORRESPONDENCE.]

SAWTELLE, Dec. 31.—Steps were yesterday taken to bring the many advantages of this city to the attention of visitors to California in 1915. A committee was appointed by Mayor Thomas Price, and its powers are practically unlimited, so far as publicity for the city is concerned. It consists of ex-City Attorney W. H. Bowers, ex-Mayor C. H. Wyant and J. E. Leavers.

At the meeting yesterday Chairman Bowers brought up the subject of celebrating the completion of Santa Monica boulevard, the preliminary work of which is now under way. It was decided to have a big Sawtelle Day, with barbecure, band tournament and races of all kinds.

The committee discussed all ways of helping the city and decided that the Sawtelle Municipal Band and the Sawtelle Boosting Club would be an effective means of publicity. Steps are now being taken to have these two organizations appear in all parades and at all conventions in Los Angeles and the beach cities this year. The band was organized two years ago, and besides being a fine concert organization, is a well drilled marching body and has the distinction of having the tallest drum major in the world.

SKELETON DUG UP.

The attention of scientists was focused upon Long Beach today, following the finding of a complete skeleton of a prehistoric animal, believed to have been a bison, eighteen feet beneath the surface in the back yard of the residence of John Mayes, Bennett and Eliot streets. Mayes was digging a cesspool when he came across the horns of the animal. Soon the entire skull was unearthed and part of the vertebra followed. The horns measure five feet between the tips.

Miss Jane Harnett, keeper of the high school museum, upon being notified of the find, repaired to the spot and examined the partly fossilized remains, which were embedded in sand below a thick stratum of clay. Miss Harnett took a femur of the skeleton to Prof. Fischer of the County Museum to have it classified.

The spot where the bones were found is but a few blocks from the brickyard where the remains of a giant sloth, camel, mastodon and horse were found many feet below the surface.

WOULD ISSUE BONDS.

An application of the Lookout Mountain Park, Land and Water Company for permission to issue notes for $25,000 to pay claims against the concern was heard yesterday in Francisco by Commissioner Loveland of the State Railroad Commission. The notes will be secured by a first mortgage against property valued at $203,500, according to the application of the commission.

Music.

GRAND OPERA'S BRIGHT STARS.

Lambardi's Fine Company to have Long Season.

Famous Vocalists' American Debut Here.

Will Sing Three Weeks in the Auditorium.

Bringing to Los Angeles the most celebrated artists of the Italian grand opera stage, many of them never heard in America, the National Grand Opera Company, under the skillful direction of Impresario Mario Lambardi, will open a three-weeks' engagement at Clune's Auditorium Theater the 18th inst., with an opulent production of Verdi's impressive and spectacular "Aida." The season promises to be one of the most-brilliant, noteworthy not merely because of the unusual personnel of the company Lambardi has organized, but also because of a repertoire which includes four operas, at least, of which none has been heard here in its entirety.

The announced novelties are "I Lombardi," a Verdi work, the plot of which has to do with the Crusades; Amilcare Marchetti's romantic love story, "Ruy Blas;" Massenet's "Werther," and Gounod's "Romeo and Juliet." Other operas to be sung in the course of the season are "Thais," which will be given in English, with Evalina Parneil in the name role; "Faust," with a remarkable cast, including Florencio Constantino, Tina Schinetti, Filippo Bennyan and Olinto Lambardi; "Traviata," the grand opera version of Dumas's wondrous love tragedy, "Camille;" "Love Tales of Hoffman," "Carmen," "Il Trovatore," "Lucia" and "Lohengrin," the last-named being the only Wagner opera on the list.

MASSIVE PRODUCTIONS.

Unlike the usual Italian organization, the National Grand Opera Company will make a feature of its stage productions. The operas will be staged accurately and elaborately, with that painstaking attention to detail which is more an American than an Italian habit, and which, consequently, proves attractive to American audiences. Much of the scenery is brought from abroad. The costumes are imported from Italy. The casts have been thoroughly rehearsed, not alone by a musical director, but by a technical director as well. It is the intention to make the operas ocularly satisfying as well as musically delightful.

The company's roster of principals reads much like a "Who's Who on the Italian Grand Opera Stage." The names are those of Italy's most famous stars, artists found available for an American tour this year only because of the disturbed conditions abroad resulting from the great European war. Several of the artists will make their American debuts in this city. Others, like Florencio Constantino and Evalina Parnell, are already quite as well known in the United States as abroad. Constantino sang in Los Angeles a few years ago as co-star with Mme. Nordica. At the Metropolitan Operahouse in New York and with the Boston Grand Opera Company he alternated tenor roles with Caruso.

Miss Parnell for several years sang leading soprano roles with the Boston company, but has never been heard on the Pacific Coast. In the East and abroad her "Thais" has been acclaimed a triumph, critics having praised enthusiastically her singing of its most difficult arias and the grace and beauty she reveals in the famous "Dance of the Seven Veils."

SEVERAL STRANGERS.

The dramatic soprano of the company is Signora Sarame Rainodil, from the San Carlo Operahouse at Naples. She has not been heard in America. Her main opportunities here will come in "I Lombardi," "Ruy Blas" and "Lohengrin."

Luigi Poggi-Revera is the reigning dramatic tenor of Italy, having sung all the principal roles at the famous La Scala, Milan. His appearance in Los Angeles will be his first in America and he is expected to duplicate here the triumphs he has scored in his native land. He will be heard to best advantage in "Aida," "I Lombardi," "Ruy Blas" and "Il Trovatore."

Like Poggi-Revera, Tina Schinetti also comes from La Scala, and likewise is a stranger to American audiences. She is a tiny woman of big voice and tremendous capability as an actress—an elfin fay of the operatic stage upon whose birth St. Cecilia smiled. Her introductory role here will be Marguerite in "Faust."

Gerolamo Ingar, lyric tenor, is still another stranger to this country. He is a young man who has already made an enviable name for himself abroad, having been heard last season in Russia, Germany and Denmark.

Filippo Bennyan, lyric baritone, will sing here for the first time in this country, as Valentine in "Faust."

Luigi Picco, lyric baritone, was for five years a member of the Boston Grand Opera Company. He will sing here in "Thais," "Carmen," "Traviata" and "I Lombardi."

A basso who is expected to make himself a great favorite is Italo Picchi. He is a fine-appearing man, with a voice of extraordinary range and power, and will be heard in "Ruy Blas," "Aida," "I Lombardi" and "Lohengrin."

Olinto Lombardi, basso, is already well and favorably known here. He will probably be best remembered for his Mephistopheles in "Faust," a character in which he will again be heard in the first week of the coming season.

Others on the company's long list of principals are Mario Rodolfi, lyric tenor; Aristide Neri, comic tenor; Mario Marti, baritone; Luisa Cecchetti and Margaret Jarman, mezzo sopranos.

The company brings its own orchestra of fifty-five pieces under the able baton of Cav. Fulgensio Guerrieri, whose masterly work in a previous season endeared him to local music lovers. He has a repertoire of forty operas and directs without a score. With him will be Luigi Cecchetti, as assistant director and master of the chorus of sixty.

ODE TO CALIFORNIA.

Composed specially for The Times Midwinter Number by Bill Henry, poet:

Why stay back East
And blow your noses?
Come on out here
And smell the roses.

FOR WOMEN AND MEN.

Facts, Features and Fancies.

BY OLIVE GRAY.

NEW YEAR'S RESOLUTION: Let us begin the New Year by setting stakes for certain definite achievements. Aimless drifting accomplishes little. To write clearly and concisely the objects which you hope during the year to fulfill helps wonderfully to concentrate the mind upon their attainment.

It is well on New Year's morn to put to ourselves these questions: Are we better today than we were a year ago? Have we reached new goals—or are we drifting upon the same old shoals? Our mental and spiritual tendencies—are they bent toward soaring upward or are they ever downward?

Have we managed to hold in leash the tongue with its attitude toward gossip? Have we bound up the condemning thought? Have we constrained our ears to hear only the best that is said; and have we trained our judgments toward discernment of only the highest motives?

Have we set for ourselves to follow during the coming year a standard higher than any of our critics could demand?

We are our own severest judges, for we know best wherein we fail.

* * *

In the Home.

In the family conclave the New Year's resolutions should comprise an inventory of the qualities to be cultivated, as well as material objects to be attained.

Have we grown a trifle careless in our treatment of each other? A bit less polite than is our wont with strangers? Let us remedy this. Are we always tidy in ourselves and our surroundings? If not, there is a call for reformation. None can care more for us and none are more deserving of pleasant recollections of our appearance or of the individuality expressed in our surroundings than are those most near and dear. Curl papers and a shiny nose for the home people, and all the crimp and crispness for the outer world should not be our way.

* * *

And as to Manners.

And yet—outside the intimate circle is the world of manners where true courtesy should be expressed as freely and with as fine a polish to the beggar on the street, to whom we come in contact in the commercial walks of life, as in the ballroom. We must not allow ourselves to lapse in these habiliments of character. Street dress is different from full dress, but it should be exactly as correct.

* * *

In the Household.

What of the spirit in your household?

Has it become lost in externalities? In the New Year's inventory—in counting up the table cloths, on making sure of a sufficiency of napery and glassware have you by chance overlooked the true hospitality which should be ever ready to break the crust and clasp the hand for the expected guest?

Is your home a living center, radiating point from which goes forth an inspiration toward better living for all who enter there—does it send them forth endowed with an atmosphere of strength and cheeriness to infect the world with work-a-day?

* *

To Our Neighbors.

At those points where we touch others, either by design or chance, are we all that we can possibly be? Is there not some way in which we could be of more assistance—perhaps as much by look or word as act? Is the "good-morning" always cheery? Does the "I hope you are well to-day" carry with it a genuine wish of well-being? Why should we reserve the best that is in us—reserve it all for state occasions? Why not scatter some of our best cheer to those met but casually? Often they are the ones who have most need of it.

Often a thought expressed by a most-stranger carries farther than one given out by someone near and dear. And let us try not to forget that a single sentence may change a whole life—so powerful are words.

"A Happy New Year!" Let us strive to make these words come true.

UNDELIVERED TELEGRAMS.

There are telegrams at the Western Union for R. W. Bailey, Bright, George E. Byram, W. Chambers, G. C. Charlton, A. Chichester, Mrs. E. Cox, Dr. C. Eddy, S. E. H. Edwards, W. H. Edwards, Mrs. S. Evans, Samuel F. Miss Elizabeth J. Gibson, Miss Grahame, Clark I. Grey, Mrs. A. Hamilton, Mrs. J. M. Hiney, Clara Houck, H. Hunter, Mrs. W. Irwin, Mrs. Minnie Lang, George L. bee, W. C. Marvin, Robert Osbo Mrs. H. Richter, H. H. Tucker Vetagleano, L. M. Weaver and Wolshill: at the Postal, Jennie W. C. Kelm, Hugh Collins, Book, Max Olsen, D. B. Alden, Hopkins, Mabel Normand and Meyer.

GARDENA'S NEW STATION.

[LOCAL CORRESPONDENCE.]

GARDENA, Dec. 31.—Gardena will receive a New Year's present, in the way of a handsome structure to serve as passenger and freight station for the Pacific Electric. Owing to the many large ranches that are being divided into one, two and three-acre tracts, the population of this vicinity is increasing rapidly and the Gardena Chamber of Commerce asks for better facilities for handling the traffic. The large force that is now at work and the sixty days will see it complete.

Theatres—Amusements—Entertainments

HAMBURGER'S MAJESTIC Theater— Broadway, Near Ninth Street.
LAST FOUR TIMES—EXTRA NEW YEAR'S MATINEE TODAY.
REGULAR MATINEE TOMORROW.
JOSEPH SANTLEY in the New York Musical Comedy of Youth.
"WHEN DREAMS COME TRUE"
COMPANY OF 50 PLAYERS AND DANCERS—WONDERFUL CHORUS.
PRICES—Nights, 50c to $2. New Year's Mat. Today and Tomorrow's Mat., 50c to $1.50.

HAMBURGER'S MAJESTIC NEXT Sunday Night, Jan. 3, ONE WEEK
BARGAIN MATINEES Wednesday & Saturday 25c, 50c ALL NEW AND Entirely DIFFERENT THIS TIME
THE FUN SHOW OF THE WORLD
MUTT AND JEFF IN MEXICO
IT'S A SCREAM
NIGHT PRICES 25, 50, 75 & $1.00

MOROSCO'S BURBANK Theater Main Street Near 4th Street
MATINEES TODAY, TOMORROW, SUNDAY AND THURSDAY.
SECOND AND LAST WEEK OF THIS BIG FUN HIT
STARTS SUNDAY AFTERNOON.
The Burbank Company Presents Margaret Mayo's Famous Laugh-getter,
"Baby Mine"
A CYCLONE OF FUN FROM START TO FINISH
EXTRA NEW YEAR'S MATINEE TODAY, 25 AND 50 CENTS.
REGULAR BURBANK PRICES: Nights, 25, 50 and 75 cents. Matinees, 25c and 50c.

MOROSCO THEATER— BROADWAY NEAR EIGHTH STREET. Matinees Today and Tomorrow.
Only Five More Performances—Special New Year's Matinee Today.
Kolb & Dill In Their Stupendous and Gorgeously Staged Musical Celebration. "THE ROLLICKING GIRL"
PRICES: Nights and Sat. Mat., 25c, 50c, 75c and $1. Mat. Thursday, 25c, 25c, 50c, 75c.
EXTRA MATINEE TODAY, 25c, 75c and $1. Boxes, $1.50.
Beginning Monday Night—Kolb & Dill in "PLAYING THE PONIES."

AUDITORIUM CLUNE'S— ADDED FEATURE SECOND SERIES DR. SUGDEN'S FILMED LECTURE
"As Ye Sow" A Filmed Novelized Sermon
Alaska
Seats Now on Sale National Grand Opera Company THREE WEEKS Starting Monday, Jan. 18

CLUNE'S BROADWAY— 528 So. Broadway
New Year's Special Show 11 p.m. Till 1 a.m.-1915
THE OLD YEAR OUT—THE NEW YEAR IN.

TALLY'S BROADWAY THEATER—833 S. Bdwy.
MARGUERITE CLARK In "THE CRUCIBLE." THIS WEEK

HAVE YOU Ever Visited the Cawston Ostrich Farm—South Pasadena. See the giant ostriches carry passengers on their backs. See those beautiful birds eat whole oranges. Great sport. A delightful day's outing in a beautiful California garden. ROUND TRIP INCLUDING South Pasadena cars at P. E. Station.—ADMISSION TO FARM ONLY...25c

Theatres—Amusements—Entertainments

REPUBLIC THEATER— Main, Bet. Third and Fou
Continuous 11 a. m. to 11 p. m.—10c and 15c.
Bert Lovey Presents the Greatest Comedy Photo Play in Six Reels
"TILLIE'S PUNCTURED ROMANCE"
With An All-Star Cast Featuring
Come Early MARIE DRESSLER Come Early
MABEL NORMAND—CHARLIE CHAPLIN
NEXT WEEK "OFFICER 666" TOGETHER WITH 6 BIG NEW VAUDEVILLE ACTS

PANTAGES— The Joy Show! Come Earl
5 Complete Shows Toda
STARTING AT
1:30, 3:00, 6:30, 8:00, 9:3

QUINN'S SUPERBA
THE SUPREME AMERICAN ACTOR
DUSTIN FARNUM
In "CAMEO KIRBY"
Matinee 10-15-20c. Night 10-50-25c
Next Week—Edward Abeles in "The Min
QUINN'S GARRICK— Broadway at Eigh
3-Part Vitagraph Feature Drama, "THE PLOT," with Maurice Costello and 7 Other Splendid Pictures.
NEXT WEEK—LYDA BORELLI IN "THE NAKED TRUTH."

THE ORPHEUM— The Standard of Vaudev
Every Night at 8. 10c-25c-50c-75c. Boxes, $1. Matinee at 2 DAILY, 10-25
Boxes, 75c. Saturday and Holiday Matinees, Night Prices.
1894—TWENTIETH ANNIVERSARY WEEK—1914
DOROTHY TOYE, Double Voice Singer; CARTMELL & HARRIS, New Songs and Dances; GENEVIEVE WARNER & CO., Harp and Violin; ASAHI and Quintette, Mystery and Magic; EL REY SISTERS, Clever Skaters; CHAS. HOWARD & CO., Happy Combination; TROVATO, Humorist Violinist; "THE RED HEADS" James B. Carson & Co. Symphony Orchestra concerts, 2 and 8 p.m. Pathe Semi-Weekly News Views.

MASON OPERA HOUSE— TONIGHT—All This and Next W
Popular Matinee Sat.; Special Mat. Today, New Ye
Klaw & Erlanger Bring Eleanor Gates' Exquisite Play
"THE POOR LITTLE RICH GIRL"
Comedy, Sentiment, Spectacular Splendor. NOT a Motion Picture.
NIGHTS 50c to $1.50. ALL MATINEES 25c to $1.00. SEATS SELLING

TRINITY AUDITORIUM— Grand Ave. and W
DAILY MATINEE 2:30. NIGHTS 8:30
The Life of Our Saviour
AN OCULAR DRAMA THE EQUAL OF "CABIRIA."
WITH SOLOS, DUETS, QUARTETTE AND ORGAN NUMBERS.
ONLY 4 MORE TIMES

MARCUS LOEW'S EMPRESS— MATINEE TODAY AT 2:30.
TONIGHT 3 SHOWS AT 6, 7:45 9:10 O'CLOCK.
WILSON BROTHERS
5—Other Big Acts—5

ALHAMBRA THEATER— 731 S. Hill
ALL THIS WEEK—LAST TIME SATURDAY.
MARY PICKFORD in "BEHIND THE SCENES." SHOWS, 12, 1:45, 4:40, 6:10, 7:40.

THEATER DE LUXE— Alvarado at Orange, opposite Westlake
This Week—Thursday, F
PURSUIT OF PHANTOM—Hobart Boswor
CONTINUOUS PERFORMANCE, 2:30 TO 10:30

HIPPODROME— Main, Between Third and Fourth. Matinees Daily, 2:30. Nights 6:45, 9:00
Ten Holiday Features, including Bill, The Carpenter
ALL 10
CONTINUOUS NEW YEAR'S DAY

AT Miller's THIS WEEK
HOME OF GREAT PHOTOPLAYS
JUNCTION SPRING AND MAIN AT
JUST A BLOCK FROM BROA
This Week—"THE IDLER"—This Week
Featuring Charles Richman and Catherine Counties

Imperial Valley.

ENCINA FLUME WORK IS BEGU

Imperial Valley to H Plenty of Water.

Flow to be Regular Insure Steady Use.

Conference Being Held Hustle Things.

[LOCAL CORRESPONDENCE.]

IMPERIAL, Dec. 31.—Work o improvements and repairs to th irgation system which will assur valley an even and adequate s of water, has been begun by tractor G. A. Long of Imperia scooping out the trench for the and larger Encina flume which the west side.

The start follows the culmin last week of negotiations result the ordering of two giant dredg cost $67,500, for the Alamo and the execution of contract construct a flume over the River, about six miles below Mexican line.

Contractor Long has 120 within which to do the earth preparatory to receive the wood of this new Encina flume. A pe $100 is fixed for each day over time, but he expects to have his completed much sooner. His tract is based on a yardage ba

The woodwork for the new f will be done by the Mercereau Ba and Construction Company of Angeles at a figure of $36,500. terial has already been ordered work will start January 4. A limit of 120 days is provided in contract.

DREDGER AT WORK.

Col. Holabird is arranging to a dredger in the Encina Canal work from the gate where it le the Alamo to the junction of the work to be done by the Mercer company, according to a telegram ceived by G. E. Heber, secretar the Advisory Committee of the tual water companies, from its torney, R. D. McPherrin. He said that the dredger now in Imperial side main canal would be pu Mexico as soon as it could work off up to the line.

Mr. McPherrin and Mr. Heber Los Angeles today for a co ence with Receiver Holabird rel the amount still due the mu water companies for work done the Mexican side last summer. cause of the ruction between Mexican depositario and the An can receiver needed work on water system on the Mexican was done under the name of Heber.

Approximately $45,000 was s on the Volcano Lake levee sys and $15,000 in rip-rapping with the Colorado River levee. Appr mately $70,000 was spent in m tenance and repairs to the sys Chamber of Commerce asks for said the receiver has paid all of but $20,000, which covers account dispute. It is possible the acc may be carried into the court in friendly case.

ESCONDIDO WATER PLANT BUILDIN

BOND MONEY BEING USED CONSTRUCT SYSTEM TO DEVELOP LANDS.

[LOCAL CORRESPONDENCE.]

ESCONDIDO, Dec. 31.—Under rection of Capt. H. M. Snyder, r resenting John Gardiner of Los geles, the contractor, work has gun today on the installation of municipal water plant, calling for expenditure of $125,000. The section of the undertaking is the c struction of the million-dollar re voir on Park Hill, which is 200 higher than some of the lower le of the city. This work will be lowed by the laying of the distri ing mains and the installation of pumping plant.

Although the bonds were vote couple of years ago, it is only recen that they were disposed, $75,000 h ing been taken over by the State California. The water will be veloped from a series of wells al the south banks of the Escond River, about one mile east of the c sents have demonstrated a sup sufficient for a city of double present population of Escondido. purpose of the city is to furn water to all of the lots within municipality.

Until the city decided upon the allation of a municipal system water for the use of people liv within the lines of the municipal has been secured from the Escond tual Water Company, wh source of water supply is the fl waters of the San Luis Rey River. The Mutual Water Company, wh has a fine system, is completing installation of an electric light power plant for the serving of wide range of country.

PLANNING A CANNERY.

Zelzah Land Owners Hope to E tablish Market for Their Crops a Other Produce.

[LOCAL CORRESPONDENCE.]

ZELZAH, Dec. 31.—The project tablishing a cannery at Zelzah the near future is meeting with mu favor from the people of this secti It is proposed to form a strong co any for this purpose, details of whi are being carefully worked out by t promoters. Practically all the lar and owners in this vicinity have s fied their readiness to support su enterprise, which all agree will the greatest benefit to this sectio When the Owens River water b comes available it will be possib for our farmers to produce enormo quantities of fruit and vegetables. cannery will enable them to dispose their produce more advantageous than in any other way. The peop behind the movement are experienc business men and with the co-oper tion of the people of Zelzah the pro position promises to be a success fro the start.

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When the Owens River water becomes available it will be possible for our farmers to produce enormous quantities of fruit and vegetables. A cannery will enable them to dispose of their produce more advantageously than in any other way. The people behind the movement are experienced business men and with the co-operation of the people of Zelzah the proposition promises to be a success from the start.

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"Thrifty Alexander" Poster Stamps

The Poster Stamp is somewhat new in this country, but before war laid its heavy hand upon the countries oversea the collection of Poster Stamps had become an absorbing passion.

The Poster Stamp idea found ready acceptance in this country and collectors are manifesting a rapidly growing interest in filling their albums with choice gems of poster art.

The Thrifty Alexander Poster Stamps have an educational value. Their mission is to set an example of consistent Thrift. They have an appeal to "grown ups" as well as children. Their collection, in fifty-two installments, will fascinate the children and will interest parents.

These Poster Stamps will be in such great demand that they will be issued only to those who already have accounts at the Security and to those who open new accounts.

Album and first stamp issued SATURDAY, JANUARY SECOND, at windows 57-58 and 59. Bring your pass book, or come prepared to open a savings account.

SECURITY TRUST & SAVINGS BANK

Oldest and Largest Savings Bank in the Southwest.

SECURITY BLDG., Fifth and Spring. EQUITABLE BRANCH First and Spring.

Santa Monica.

SANTA MONICA'S PLANS FOR NEW YEAR'S WORK.

SANTA MONICA, Dec. 31.—Mayor T. H. Dudley, when he submits to the City Council Monday afternoon his annual message, will have one important paper which means much to the people of the bay district, and that is on the motor bus question. He will recommend that an ordinance be passed without delay which will effectually regulate the so-called jitney busses.

His action comes as a result of receiving a letter from Charles R. Detrick, secretary of the State Railroad Commission, in which is stated the fact that "the term 'common carrier' as used throughout the public utilities act, does not include automobiles, and the city of Santa Monica retains that authority until the Legislature, if it chooses to do so, amends the public utilities act."

This means that the city has control of this public utility, if it may be called that, for the commission has nothing to do with it, only the other named corporations coming under its jurisdiction. All along it was thought that the busses would be included in the list of public utilities, and for that reason the Council was slow in passing any ordinance regulating the traffic.

The Mayor will propose that a regular schedule be arranged and adhered to, and that absolute and reliable safety measures be provided for the public. The license fee of $12 a year will not be increased, for the good of the busses, if properly governed is apparent, and the city wants only regulation which will add to the convenience of the people, yet while they ride safety will be uppermost in the minds of the bus drivers.

Citizens and people who use the small automobiles regularly are strongly in favor of retaining them, and are against any measures that will put them out of business or cause them to pay a too heavy tax. Most of the bus traffic is in this city, people coming through from Sawtelle to Venice and Ocean Park. Many local passengers and commuters use the busses in every direction, and they are the ones who want regulation without discrimination.

Oxnard.

CONEJO GRADE CLOSED TO CONSTRUCT HIGHWAY.

[LOCAL CORRESPONDENCE.]

OXNARD, Dec. 31.—The Conejo grade is closed absolutely to travel, from the top to the foot of the west side. This announcement was made by the State Highway contractor, Lee Garnsey, today. Those who are traveling that way may take the road provided by the county, through the Norwegian settlement, or by the Santa Susana Pass, or go north via Saugus. All of these roads are in fair condition.

The roadway for the new State Highway is being cut from the side of the mountain by blasting, and the rock from the shots will fall on the old road. The first shots are being fired today, and in a day or two it will be known how much of the debris will go on the present road. The rock may go completely over the old road, or it may bury it several feet deep. If too much rock does not lodged on the old road, it will be cleared off and opened to travel again.

Mr. Garnsey can give no estimate of how long the road will be closed. He said it all depends on the kind of rock that is found on the hillsides where they are to cut through, and on weather conditions. The paving over the highway has been completed from Springville to Sucrosa cross road, and if not stopped by rain will be completed in Camarillo in two weeks. Another outfit is being started at the oil wells, working toward Camarillo. About one mile a week of the paving is being laid, and if the weather is favorable for three weeks, the paving will be practically completed. Twelve auto trucks are hauling material for the new road.

Road improvement and beautification, particularly in the east end of the county, is arousing much interest here. The Simi Valley Improvement Club, an organization formed recently for civic purposes, has more than 100 residents of the Simi-Santa Susana section interested in road improvement.

ADJUSTING IT FOR CATALINA.

FREEHOLDERS AND BANNINGS TO COME TOGETHER FOR HARMONY.

[LOCAL CORRESPONDENCE.]

AVALON, Dec. 31.—Many new plans are under consideration for the coming year in Avalon. The past two years of municipal government has not only proved disastrous to the tourist business, which the town has catered to for many years, but it has created several false theories which cannot be worked out in practical administration of local government for this section of the State. It is now planned to make another change and to revert back to the former Freeholders Improvement Association.

As rapidly as the tax moneys and other receipts have been received by the city treasury debts have been paid. It is not planned to disincorporate Avalon, but to operate the association in conjunction with the city officers.

In the event of the agreement, which will put the town again into the Freeholders Improvement Association's possession, passing by the property owners, the Santa Catalina Island Company agrees to furnish a free band for the amphitheater, and dancing music for the pavilion; to clean and repair the streets of Avalon, handle the garbage (now handled by the city at loss,) furnish free of charge street lights, remove sewage, pay the salary of a manager at $150 per month, and a night watchman at $75 per month, discontinue all soliciting on the boats operated by the Wilmington Transportation Company, deed to the city a suitable plat for a cemetery, and to allow the Freeholders Improvement Association, if it chooses, to operate a rival transportation company and land passengers on the freeholders private wharf.

KILLED IN WRECK.

[LOCAL CORRESPONDENCE.]

BAKERSFIELD, Dec. 31.—Morris Ellis, manager of the Bakersfield Junk Company, was killed last night near Famoso by the overturning of an automobile in which he and two others were passengers returning from the Lost Hills. The accident occurred at the completed end of the State highway, where some piles of sand ditched the machine. Ellis's companions were unhurt, and one started to run towards the lights seen in the windows of the Standard Oil Company's building for help. F. C. Buoy came along in his machine, however, in a few minutes, and picked up Ellis, whose back was broken, and drove at full speed to Famoso for medical aid, but the injured man died en route. He leaves a widow in this city and relatives in Los Angeles.

GOSSARD Corsets at Reduced Prices!

A Rare Event of Interest to Every Woman!

$3.50 GOSSARD Corsets— $2.33

$5.00 GOSSARD Corsets— $3.33

$6.50 GOSSARD Corsets— $4.33

$8.50 GOSSARD Corsets— $5.67

$10.00 GOSSARD Corsets— $6.67

$12.00 GOSSARD Corsets— $8.33

EVERY corset offered in this sale is fresh, clean merchandise and the reduction in price at this time is for one purpose only—to make possible the purchase of a GOSSARD corset by every woman in Southern California who does not now enjoy the comfort, wearing service and extremely good style obtainable in these corsets.

We have only been allowed certain quantities of this merchandise and when the supply is exhausted, there will be no more on sale. Therefore, we suggest that you be fitted tomorrow, or as soon as possible, next week. The sale begins tomorrow, Saturday, and continues seven days—the 2nd to the 9th, inclusive, so that you will have first choice of these bargains.

GOSSARD Corsets Are Style Standards

We have sold GOSSARD merchandise long enough to know that these products are very economical and will give greater wearing service than you have usually experienced from your corsets. Millions of women now wear GOSSARD Corsets to their complete satisfaction. We want you to know just what they represent in style, wearing service and value.

As this sale will continue but seven days, we suggest an immediate fitting. Let nothing interfere with your selection of the GOSSARD Corset particularly designed for your figure.

J. W. Robinson Co.

Broadway and Third

HAPPY NEW YEAR.

See the Sunday papers for particulars of our

JANUARY CLEARANCE SALE

A Homefurnishing Event of Vast Importance.

WANTED—Experienced Furniture Salesmen and Delivery men with wagons or trucks. Apply to Superintendent, side entrance, 741 So. Hill st., Saturday, between 6 and 7 p.m.

LYON McKINNEY SMITH CO.

737-739-741 So. Hill St.

THE EMBROIDERY AND LINEN SHOP

751 So. Broadway Above Terrill's

BIG DISCOUNT

On all large embroidered and lace pieces such as bed spreads, luncheon cloths, scarfs, etc.

L. and F. GUGGENHEIM

VICENTE TERRACE. Pico Boulevard will soon be started. It meets the ocean at Vicente Terrace. Buy now and double your money. SCHADER-WELLS, Sole Agents, 1808 Ocean Avenue, Santa Monica, Cal.

GOODYEAR'S Raincoats and Raincapes for Boys and Girls **$1.75--$2.50**

324 South Broadway.

NATURE'S SWEET RESTORER

IF YOU are easily exhausted, tire quickly or lack energy, good old Maier Bottled Beer with your evening meal will quickly restore your old-time vigor, vim and vitality.

Order today from your nearest dealer. Two kinds—light and dark—Malt Tonic, too.

Maier Brewing Company, Inc.
Los Angeles, U. S. A.

ORIENTAL GOODS FOR XMAS

SING FAT CO.

615 South Broadway, Store Open Evenings.

Gowns Waists **Boston** Millinery 347-349 Broadway

Excellent Service

To Eastern Points
Via Salt Lake Route
Tickets at 601 So. Spring St.

The place to buy luggage that is good.

INDESTRUCTO
LUGGAGE SHOP
224 West Fifth.

ARTHUR LETTS
Broadway Department Store
BROADWAY, FOURTH AND HILL.

Boys' Norfolk Suits $2.45
SIZES 6 TO 14 YEARS.
—Another important feature from the Boys' Department. Blue, brown, gray mixed woolens in these splendid Norfolk Suits. Sizes 6 to 14 years. Saturday and Monday $2.45.

2000 lbs. Butter 33c lb. 2 lbs. for 65c

—Another of those famous Butter sales Saturday. This is the fine La Premiere butter at 33c or two lbs. for 65c. 'Way under the market.

1000 Lbs. California Cheese 17c
—Delicious California cheese at this quantity price. Get your supply Saturday.

Eastern Dry Salt Pork 15c
1000 lbs. for Saturday at 15c lb.

Fresh Ranch Eggs 38c doz.
Eastern Eggs 32c
Eastern Bacon Jouls 14c Lb.
—250 lbs., while they last. Basement.

Annual January SALE UNDERMUSLINS

Two Weeks Beginning Saturday

35,000 to 40,000 Garments Involved
Savings Range From ⅓ to ½

—Is there any wonder that we are enthusiastic about our Annual January Sale of Undermuslins? It's not an ordinary event by any means. Fully six months ago the plans were under way to bring this sale to a successful conclusion.
—Manufacturers have been busy as bees for they are as anxious as we are to make this sale a success.
—Great heaping quantities, almost inexhaustible assortments of new and beautiful Undermuslins right from their tissue wrappings, presented for the first time in this January Sale, at prices that should influence you to buy for six months to come.
—Our ambition is to make this sale each year bigger than the preceding year, therefore, values, quantities, assortments, have all been bettered to make this sale of 1915 eclipse all previous efforts.
—The movement of the cotton crop is important to all America—The more undermuslin sold, the more cotton is consumed. You help the cotton industry when you buy undermuslins.
—Here are some of the garments that will prove the biggest attractions.

3000 Corset Covers at 25c
—18 or 20 different styles. Worth twice as much.

Wonderful Corset Covers at 50c
—Worth nearly double the price.

Corset Covers at $1
—Compare them with those 50 per cent. higher.

Look! Gowns at 50c
—That should be 75c.

Beautiful Gowns at $1
—One of the big attractions of the sale.

Beautiful Gowns at $1.95
—All worth $1 more.

Usual $4 Gowns at $2.95
—Lace and ribbon trimmed.

Combination Suits at 50c
—That should be 75c.

Combination Suits at $1
—Usually 50 per cent. higher.

Combination Suits at $1.95
—That are $1 under price.

Combinations at $2.95
—Compare them with the $4 ones.

1000 Muslin Drawers 12½c
—Should be twice as much.

Muslin Drawers at 25c
—Many different styles.

Drawers at 50c
—Should be half as much more.

Beautiful Drawers at 75c
—Underpriced at least 50c.

Good Muslin Skirts at 50c
—That should be a half more.

Muslin Skirts at $1
—Every one $1.50 garment.

Splendid Skirts at $1.95
—Dozens of different styles.

Princess Slips at $1
—Invisible closing in front.

Princess Slips at $1.95
—Save $1 on these.

Envelope Chemise $1
—Should be a half more.

Here's the New
"Tipperary" Turban
To Be Featured at
$1.95

—Right from the Fashion centers of the East, the cleverest of the new styles in Millinery—the Tipperary Turban.
—One of the smartest styles produced for the New Year.
—Think of it! An advance spring style—a new turban for $1.95.
—Just what you've been looking for—for an in-between seasons hat.
—Three shapes, of satin, shirred brims and draped crowns with an edging of fur. Just enough to give them a smart finish.
—Here they are in black, brown, sand, old rose and regimental blue.
—The coming season's best and most desirable colorings. Exceptional at $1.95. 4th Floor.

Drug & Toilet Goods Specials

10c CHLORIDE OF LIME 5c
DR. PIERCE'S PRESCRIPTION 75c
SPALDING PLASTERS—We carry a full line of these famous plasters.
PLATT'S CHLORIDES 35c—Mfrs. 50c size.
10c REQUA CHARCOAL TABLETS 5c
LAVORIS 18c—Mfrs. 25c size.
ANTIPHLOGISTINE 37c—Mfrs. 50c size.
10c P & S SOAP 6c
10c MUNYON'S WITCH HAZEL SOAP 6c
10c STORK CASTILE SOAP 6c
50c WALNUTTA 36c—For the Hair
10c FLUFFS MOQUET 6c—An excellent shampoo.
CARTER HAIR COLORING 38c—Mfrs. 50c size
HUGHES IDEAL HAIR BRUSHES 75c—Usually $1.
10c HAND SCRUBS 8c—Many different styles.

Have You Seen It?
That wonderful 2-Spool Sewing Machine.
The Eldredge
—It's creating a regular sensation in "Sewing Circles." Just think! No bobbin!
Sewing Machine Dept., 2nd floor

35c Cup and Saucer 19c
Japanese
—Richly colored decorations on thin china. Regular size. Limit of one dozen to a customer. 35c Cup and Saucer for 19c Saturday.

45c Glass Pitchers 29c
—Full size water pitchers in the Colonial shape. Good clear glass. Only one to a customer and delivered only with other goods.

75c Wash Bowl and Pitcher 50c
—Prettily decorated. Can be had at the cost of plain white. A large variety of patterns from which to choose. Limit of one to a customer. Brightlight Basement.

25c Bowl and Plate 15c
Mayonnaise
—These are Colonial shape of clear, sparkling glass. Because of the limited quantity we'll sell but one to a customer and deliver them only with other goods from this department. Basement.

MEN'S KNIT TIES 15c—Or two for 25c. These are the regular 25c ones. 25 dozen at the price.
—Neat attractive patterns. Highly mercerized. Out Saturday at 15c or two for 25c. Aisle 9.

ARTHUR LETTS
Broadway Department Store
BROADWAY, FOURTH AND HILL.

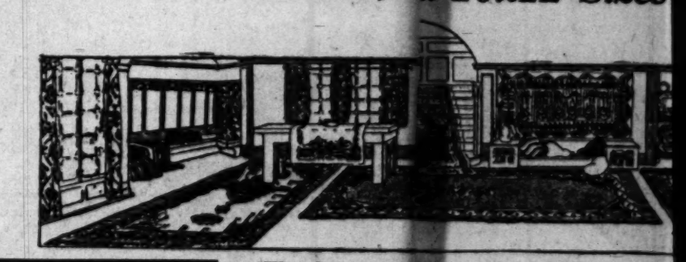
January Nteen

A Mo Wonderful
Merch Possibilities

—The wheels of the new business year have been set in
—Today in this announcment, the first of a great series of events are recorded.
—Great plans have been under way to make this the m January in the store's history.
—Department after department will be singled out to c records onward, and all departments will combine to furth total to a height never before reached in this store's selli
—Business building forces directing constantly improving the presentation of merchandising values that cannot h

January a month to be looke achievement for us.
—There's a satisfaction in k are presented to you in a str to guide you.
—You are assured of gettin lined in our advertisements.
—Today's announcement is cannot very well afford to o of greater opportunities that plans progress.

"Here's the Gru Value I've
$25 to $35 Velvet on Velvet
In 9x11, 10x12 Sizes



—The above statemuyer is an evidence of the portance of this gre is to be the headliner for first selling day of
—In the first plac all high-grade velvet or Wil velvet, carpetings ide into beautiful Rugs.
—We have 54 of thi or allover Persian or Orien patterns in tans, gr two-tones.
—Some are slightly matching. But we assure y that you never boug of these for any such price.
—Be on hand early

$2.50 Cluny Curtains $1 pair
MANY PAIRS OF A KIND
A great curtain event has been planned for Saturday. White or Arabian Cluny curtains. 2¼ and 2½ yards long. They're made of French net with real cluny edgings in different widths.
—$2.50 is the usual price, Saturday $1 pair.

$1.50 Velvet Rugs 89c
—Size 27x54. A lot just received. Small allover figures. $1.50 grade at 89c.

Mon Axminster
$30 Sea Rugs $18.7
Size.
—Very heavy Ax piece, assorted patter They're new and m at $18.75, have never be quoted by us for l

Think of 500 Cotton s at 48c ea.!
They'
—These are great big 64-inch blankets ke fine sheets.
—They show mill imperfections—that's emarkable price—gray and ta

$4 Part Wool Blankets
Mill Imperfections
—These are the blankets you want fo oth, Sanitas and Meritas qualit They're slightly imperfect $4 quality to l rst two hours, 9 to 11, at 10c urday at $2.75 pair.

Table Oilcloth 10c
—An unusual assortment of 20 patterns in Table Oilcloth, Sanitas and Meritas qualit

First Big Ge Mattress S

—For the first selling day ed a general Mattress sale in from the inexpensive $3.50 old at $2.15 up to the $16.50 $11.50, you will find the as indicated by the items be
—Remember these savings lar selling prices, so if you Mattresses to buy plan to l look at the savings.

$8.50 Felt Mattress $5.75
—40 pound, standard weight with roll edge. Assorted ings.

$5.95 Mattress $3.95
—Filled with pure sea moss, per. A $5.95 mattress at $3.

$6.50 Felt Mattress $4.75
—30 pound, heavy roll edge ing made to fit any bed.

$7.50 Felt Mattress $4.95
—35 pound, layer felt, cove art covering.

Layer Felt Mattress $10
—A 40-pound, fine grade layer felt with best grade of ticking. Made with our special never-sag edge—a mattress that you will find it hard to duplicate at $10.

Felt Mattress $6.25
yer felt, 40 pounds, 70 biscuit tufts ing, assorted colorings. Any size, Imperial Queen edge, $6.25.

Silk Floss Mattress $9.75
perial edge, best grade art or ed ticking. $13.50 mattress at $9.

Wood Fiber Mattress $2.15
th cotton felt top, good heavy st ng, any size.

Wood Fiber Mattress $2.95
th cotton felt top and bottom. He ed ticking, full or three-quarter siz

Such Beautiful New Blouses at $2.95

—It's a wonderful special purchase of the sort of Blouses for which you would pay $3.95 to $5.00 in a regular way.
—Crepe de chines in the plain and more elaborate styles, plain and flowered chiffons and Blouses of soft silks and brocades. Some have collar and cuffs of contrasting color, others have vest and collar of white pique. And you will particularly like the crepe de chine Blouses with dainty embroidered designs on the front. Choice of flesh, maize, sand, white, black, light blue, red and green.
—Third Floor.

$1.50 to $2.25 House Dresses $1

—They came to us in a special way just in time for this January event. Smart, well made House Frocks that would be marked $1.50, $1.95 and $2.25 ordinarily.
—Made of good quality plain colored chambray and checked and striped ginghams, some are of kindergarten cloth and still others of lightweight crepes.
Piping, embroidery and touches of contrasting color are effectively used for trimmings.
—Just $1.00 Saturday for House Frocks of the $1.50, $1.95 and $2.25 kinds.
—Third Floor.

59c Boudoir Caps 39c
Of Lace—About 12 Doz.
—Every one of these Boudoir caps is marked at the special of 39c, and exceptional at that. Saturday we'll close them out at 39c. This is an important January price.

Sample Neckwear 29c
Extraordinary Values
—Just look at these pieces of sample neckwear, bought and specially marked at a half on the average.
—Practically every wanted style in roll collars, vestees, etc., Organdy and pique. When you see them you'll want two or three. For this January sale 29c each.

59c Collar Sets 35c
Including Cuffs and Belt
—A lily roll pique collar and cuffs with belt to match for 35c. Why, the material is worth that. This is a feature from the Neckwear Department for Saturday.

"Broadway Special"
Paint $1 Gallon
For "Clean-up" Day
—Suitable for inside or outside use. Paint that is put up expressly for us. White, yellow and gray.
—There's a constant demand for "Broadway Special" Paint—those who use it know that it will give the very best of satisfaction.
—There's an experienced paint man in charge of our paint department—ready to tell you how to use any kind of paint, varnish or stain, how much to get, etc.
—Paint Department—Brightlight Basement.

25c Enamelware 19c

—Indeed they are extra specials, for 25c is what they were marked for a special sale—every piece in the lot would sell for more in a regular way.
—Included are No. 4 Berlin Kettles with bail handle and cover, Lip Preserving Kettles, 4-quart size and No. 4 Berlin Sauce Pans with long handle and cover. Choice Saturday, 19c.
—Brightlight Basement.

A Remarkable P
Celebrated Factory's $3.00 to $5

e High S
hat Have Slight
t until you see these wonderful ment.
here are the imperfections?" yo be a shoe expert to detect the are positively the cleanest and good fortune to secure at such ous Duttenhoffer, Julian and K other high class footwear.
n tops, leather tops, finest kid bo t kid skin.
dyear welts and hand turned so e tops in the gaiter patterns and a shoe sale that will start the Ne e to the Basement Balcony Shoe of this beautiful new footwear at

—Or two for
r 25c ones.

ns. Highly
at 15c or

ARTHUR LETT'S
Broadway Department Store
BROADWAY, FOURTH AND HILL.

ary Neteen Fifteen

A Mon Wonderful Merch g Possibilities

business year have been set in m
ent, the first of a great series of me

under way to make this the mos
ry.
rtment will be singled out to car
partments will combine to further
fore reached in this store's selling
directing constantly improving de
ndising values that cannot help

January a month to be looked forward to by you—a month of greater achievement for us.

—There's a satisfaction in knowing that the store's merchandising plans are presented to you in a straight forward manner with absolute facts to guide you.

—You are assured of getting the full measure of the promises outlined in our advertisements.

—Today's announcement is brimful of wonderful possibilities. You cannot very well afford to overlook them, and this is but a forerunner of greater opportunities that will be unfolded from day to day as the plans progress.

"Here's the Gre g Value I've Printed
35 Velvet & ton Velvet Rugs $14.75
In 9x11, 9 d 10x12 Sizes"

—The above statem buyer is an evidence of the importance of this grea hat is to be the headliner for the first selling day of Ja
—In the first place t ll high-grade velvet or Wilton velvet, carpetings th de into beautiful Rugs.
—We have 54 of the l or allover Persian or Oriental patterns in tans, gree two-tones.
—Some are slightly i matching. But we assure you that you never bought l of these for any such price.
—Be on hand early t

Mo on Axminster

$30 Sea Rugs $18.75
Size.

—Very heavy Axmi e piece, assorted patterns. They're new and unt em at $18.75, have never been quoted by us for less t

00 Cotton B s at 48c ea.!
They're

great big 64-inch blankets fo lake fine sheets. mill imperfections—that's t remarkable price—gray and tan.

Wool Blankets fo
Mill Imperfections

the blankets you want for ly imperfect $4 quality to be 5 pair.

t Big Gen

—For the first selling day of rom the inexpensive $3.50 M 11.50, you will find the va
—Remember these savings a Mattresses to buy plan to be

8.50 *Felt Mattress* $5.75
—40 pound, standard weight with roll edge. Assorted fan ings.

5.95 *Mattress* $3.95
—Filled with pure sea moss, la per. A $5.95 mattress at $3.9

6.50 *Felt Mattress* $4.75
—30 pound, heavy roll edge, ing made to fit any bed.

7.50 *Felt Mattress* $4.95
—35 pound, layer felt, covere art covering.

rkable P e High Shoes $1.95
y's $3.00 to $5. That Have Slight Factory Imperfections

it until you see these wonderful shoes—you'll open your eyes in asment.

Where are the imperfections?" you ask. Well, in many cases you'll to be a shoe expert to detect the slightest defects.

y are positively the cleanest and best lot of high shoes that we have e good fortune to secure at such a remarkable saving.

ness Duttenhoffer, Julian and Kokenge and Miller Bros. makes, as e other high class footwear.

ch tops, leather tops, finest kid boots, beautiful patent colt, gunmetal, et kid skin.

ndyear welts and hand turned soles.

e tops in the gaiter patterns and some are brocaded tops.

a shoe sale that will start the New Year with buying enthusiasm.

e to the Basement Balcony Shoe Section and choose from hundreds w of this beautiful new footwear at the remarkable sale price of $1.95.

MEN'S FIBER SILK SOCKS, 19c—Imperfect 25c line, black only. 50 dozen seamless lisle, spliced heel and toe, elastic top.
—The imperfections are slight. Sizes 10, 10½, 11, 11½ only. 19c is the sale price. Aisle 9.

25c Cretonnes 12½c

—One big lot of Cretonnes in many beautiful new patterns. All perfect, bright and clean, at a clear saving of one-half. This is your opportunity to get curtains for your bedroom, living-room, breakfast-room at half the usual price.

$3.50 Axminster Rugs $1.98

—36x63 Smith's Alpine Axminster Rugs. Assorted patterns. Limit one.

Crib Blankets
10c each, size 30x38

—Pink, blue and tan checks on white grounds. Average size 30x38. Marked regularly 19c. Saturday, 10c.

Table Oilcloth 10c Yard—9 to 11 Only

—An unusual assortment of 20c, 25c and 30c imperfect table oilcloth, Sanitas and Meritas qualities, light and dark coloring—for the first two hours, 9 to 11, at 10c yard, 5th floor.

Mattress Sale of 1915

nned a general Mattress sale in which various weights and qualities, sold at $2.15 up to the $16.50 Mattress that will be ed as indicated by the items below. ular selling prices, so if you have st look at the savings.

Felt Mattress $6.25
Layer felt, 40 pounds, 70 biscuit tufts. Art ering, assorted colorings. Any size, four s, Imperial Queen edge, $6.25.

50 Silk Floss Mattress $9.75
mperial edge, best grade art or plain ped ticking. $13.50 mattress at $9.75.

Wood Fiber Mattress $2.15
With cotton felt top, good heavy stripe king, any size.

Wood Fiber Mattress $2.95
With cotton felt top and bottom. Heavy ped ticking, full or three-quarter size.

$16.50 Mattress $11.50
—40 pounds of pure layer felt, heavy satin finished or plain striped linon ticking. Match it with any $16.50 mattress. We're enthusiastic about this feature, sale price $11.50.

Sale of Men's
$15 to $25 Overcoats
And Cravenettes
$12.00

—Men! Here's your opportunity to buy a new Overcoat or Cravenette for $12 instead of $15 to $25.
—They're made with convertible collar. This season's style.
—Choose from gray, brown and tan mixtures. Well made, perfect fitting. Figure the saving for yourself. It's the first good news of the New Year in the Men's department that has set out to make new records for 1915.

$2.50 to $3.00 Trousers, $1.95

—Sizes 28 to 44. Waist measure.
—Made with belt loops, pockets that button. Side buckles and straps. Extensive variety of patterns to select from. $2.50 to $3 trousers at $1.95. Second Floor.

For Men
$5 Hats, $2.50
Austrian & Domestic Velours

—Just think of $5 hats at half price. Rich Austrian and domestic Velours, lined with silk to match.
—Rolling and flat brims with raw and welt edge. Side and back bows.
—Creased, telescope and square crowns.
—Choice of brown, blue, green, tan, black and two shades of gray.
Second Floor.

$2 Hats, $1.35
For Men

—Plush hats so smart for motoring. They fit tight on the head yet they're comfortable.
—Velour hats, rough finish fur felt, noted for their service. Rolling brim, creased or telescope crown.
—Choice of brown, blue, green and gray. $1.35, instead of $2. Second floor.

For Boys
$7 to $9 Overcoats $5.50

—These have shawl and convertible collars. Fancy and plain grays, black and white.
—Also the new Balmacaans. Sizes 11 to 17.
—Regular $7 to $9 coats. Saturday and Monday, $5.50.

For Boys
$6 & $7 Overcoats $5.00
Including Balmacaans

—These have shawl and convertible collars. Gray, brown and black and white, as well as the popular Balmacaans.
—Regular $6 and $7 overcoats at $5.

Knee Pants, 49c
Blue Serge and Corduroy

—In neat patterns in blue, brown and gray. Made with heavy pockets and waist band. Sizes 6 to 16 years. 49c.

Knickers 79c
Of Corduroy

—Boys' Corduroy knickerbockers. Gray and brown. Belt loops and watch pockets. Sizes 4 to 14 years.
—On sale Saturday and Monday, 79c.

Lisle Stockings, 12½c
Imperfect 25c Line

—Light weight lisle stockings with reinforced heels and toes. An imperfect 25c line marked special. Sizes 8½ to 10.
—Grand Aisle near Hill street.

Stockings, 10c
For Women

—But for trifling imperfections they would sell at a much higher price. Excellent quality with double heels and toes. Sizes 8½ to 10.
—Grand Aisle near Hill street.

Stockings, 20c
For Children
Silk and Silk Plaited

—Imperfect 35c and 50c lines marked special and still further reduced for Saturday's selling. Black, white, pink and sky. Sizes 6½, 7½, 8½ and 9½. Not all these sizes in each color, but all included.
—Aisle 9, near Hill Street.

1200 Golf Shirts for Men at 75c
Perfect, Laundered or Soft Cuffs

—Here they are—1200 of the most remarkable $1 Shirts we've had the good fortune to present and the price, beginning Saturday, January 2d, will be 75c.
—They're perfect—they're guaranteed fadeless. Laundered and soft turn back cuffs. Coat style. Neat patterns. All sizes from 14 to 17. Not all sizes in either style, but all sizes in the lot. Remember these are remarkable $1 Shirts, on sale at 25 per cent less. Aisle 10.

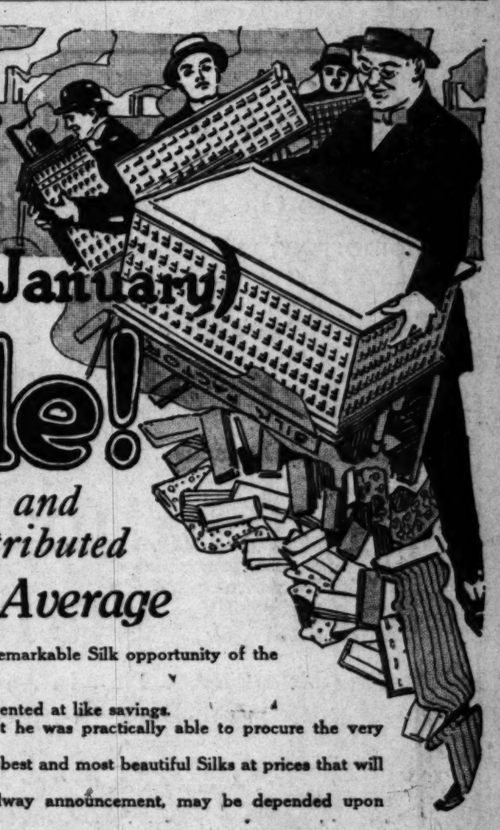
ARTHUR LETT'S
Broadway Department Store
BROADWAY, FOURTH AND HILL.

$1.50 Union Suits $1.15 For Men

—24 dozen. Egyptian yarn, correct fit. Cooper closed crotch, medium weight. Tailor cut underwear. Sizes 34 to 46. $1.50 garments at $1.15.

ARTHUR LETT'S
Broadway Department Store
BROADWAY, FOURTH AND HILL.

5th Annual (January) Silk Sale!



In Which 26,386 Yards New and Beautiful Silks Are To Be Distributed
At Less Than Half on the Average

—Now for the Fifth Great Annual January Silk Sale at the Broadway.
—A sale that requires months of planning. Conceded to be the most remarkable Silk opportunity of the year.
—A sale that has earned city-wide attention for the Silk department.
—A Silk Sale that offers the most remarkable Silks that we've ever presented at like savings.
—Conditions this year are such that when our buyer reached the market he was practically able to procure the very silks he wanted at very nearly his own prices.
—Therefore this distribution means your opportunity to secure the very best and most beautiful Silks at prices that will average less than half.
—The information as to values in this announcement, as in every Broadway announcement, may be depended upon absolutely.

$1 Messalines 59c yard—Colored and black. 35 and 36-inch. Purple, King's blue, mahogany, lavender, burnt orange, emerald, turquoise, reseda, Myrtle, Nile, red, light gray, brown, American Beauty, navy, ciel, tan and black.

$2 to $4.50 Crepe Poplins $1.39—40 and 42-inch. Plain and Moire. Also printed Radium and Crepe de Chine. Ten shades and black at $1.39.

$3 Satin Finish Crepe $1.59—This is in Tango, maise and sarcelle. 100 yards at $1.59 yard.

$3.50 Crepe Faille $1.59—40-inch, all silk, in navy, sapphire, sand, Russian, wistaria, reseda, Copenhagen, Covert and black and white.

59c Silk Poplin 30c yard—Copenhagen, duck, tan, wistaria and rose grounds. Different color combinations. 24-inch. 30c.

$4 to $5 Crystal Crepe Faille $1.69—Plain and moire effects. Duck, Chartreuse, purple, navy, brown, taupe, ivy, mahogany and black. 40 to 42-inch at $1.69.

$2 Roman Stripe Shantung $1—40 inches wide.

$1.75 Silk Crepe Poplin 69c—Brocaded and printed, 40 inches wide. Copenhagen and navy grounds.

$1.50 and $1.75 Moire 69c—This is 40 inches wide, in rose, Copenhagen, green, Alice, taupe, sand, terra cotta, wistaria and brown.

1811 Yds. $2.75 Chiffon Taffeta Radium $1.50—Seventeen shades as well as black. 40 inches wide.

$1.50 and $1.75 Moire 90c—In taupe, Copenhagen, wistaria, green and wine. 40-inch. 90c yard.

$1.25 and $1.50 Brocaded Silk Crepe 65c—39 and 40-inch. Ten shades and black.

$1.50 Silk Crepes 65c—Plain and honeycomb, 39 and 40-inch. 14 shades besides black and white.

$2.50 Chiffon Taffeta $1—These are in plaids, 36-inch, 800 yards. Seven different patterns.

$2 Satin Reba $1.09—35-inch—10 shades, also six pieces in two-tone effects.

The Quantity Mentioned Represents—
—the total yardage of the Silks procured for this sale. So remarkable are some of the prices, however, that many lots may be exhausted quickly after the sale opens; we would therefore advise early selection.

Sale Begins Saturday and Continues All Next Week

$3 Beaded Chiffon 90c yard—40 and 44-inch fancy beaded chiffon, black grounds with four different color combinations. 90c yard.

$1.50 Crepe de Chines 90c—Ivory, flesh, myrtle, ciel, maise, Copenhagen, navy and black, 40-inch. 90c yard.

$3 Silk Wool Poplin $1.59—Extra heavy, 41-inch. In oak, terra cotta, Copenhagen, taupe, russet, amethyst and black. $1.59.

$3.50 Beaded Chiffon 90c—It's 44-inch. Three different patterns on white grounds.

75c and $1 Fancy Silks 59c—These are 19, 24 and 26 inches wide. 275 yards only.

$4 and $5 Novelty Silks 79c—These are high class novelties, guaranteed all silks. 27 to 30 inches wide. Broad variety of colors at 79c.

$2 Silk and Wool Poplin $1—Brocaded, 40 inches wide, in navy, 150 yards.

$3 Silk and Wool Poplin $1.39—Black satin stripe, 31-inch. 100 yards.

$2.50 Silk and Wool Poplin Moire $1.19—The two tone, 36-inch silk. 240 yards.

$4 Black Silk and Wool Moire $1.75—40-inch. 120 yards.

$4.50 Black Silk and Wool Poplin $1.75—This is a Moire, 42-inch.

$3.50 Black Crepe Meteor $1.75—40 inches wide. Just 70 yards.

$2 Wash Taffeta $1.25—100 yards only. Ashes of roses. 50-in.

$1 and $1.25 Black Grenadine 49c—40 and 42-inch. 880 yards.

$4 Black Satin Duchess $2—54-inch. 120 yds.

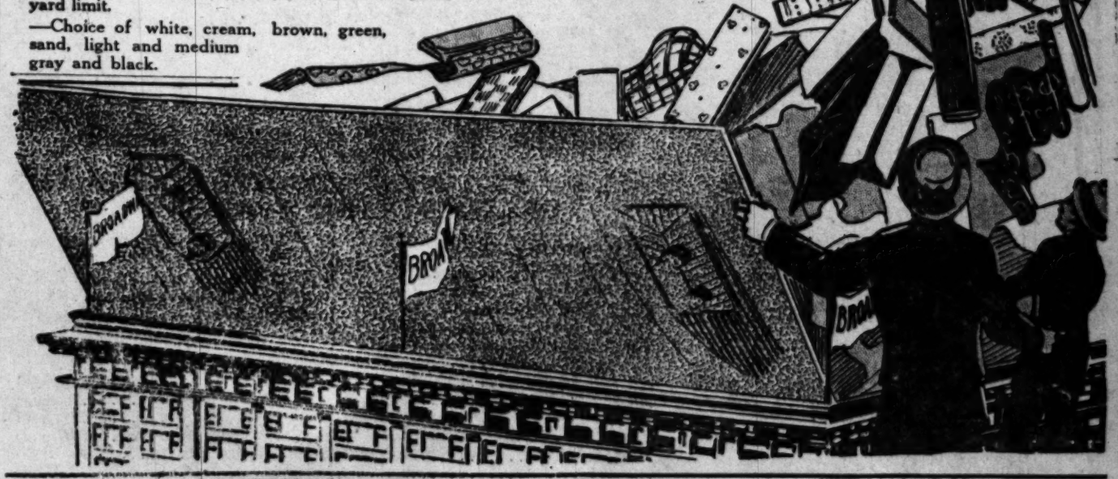
$3.50 Black Satin Duchess $1.79—54-inch. 320 yards.

$2.50 Black Moire $1.50—36-inch. 100 yards.

$2.00 Black Brocaded Silk Crepe 90c—150 yards. 40 and 42-inch.

Skinners Satin 68c Yard
500 Yards—$1.50 Quality

—Skinner's Satin that is sold throughout the country generally at $1.50. We feature it in a regular way at $1.25.
—In this sale Saturday, while 500 yards last, 68c yard, with a six yard limit.
—Choice of white, cream, brown, green, sand, light and medium gray and black.



Infants' Stockings, 12½c
Silk Plaited
—An imperfect 25c line marked special. An excellent quality that will give dependable service. Sizes 4 to 6.
—Aisle 9 near Hill street.

Infants' Stockings 17c
Three Pairs, 50c
—An imperfect 50c line marked special. Thread silk stockings that are very slightly imperfect. Black, white, pink, red and tan; sizes 4 to 6.
—Aisle 9 near Hill street.

Silk Stockings, 65c
—Women's stockings of fine thread silk—the $1.00 quality marked less because of slight imperfections. Full fashioned and well reinforced. Sizes 8½ to 10.
—Grand Aisle near Hill Street.

Women's Stockings 19c
With Silk Boot
—An imperfect 50c line marked special. Full fashioned with double heels, toes and wide lisle tops.
—Grand Aisle near Hill street.

¶ As we pause on the threshold of the new year, it is with thankful hearts—for the peace in our land, for the prosperity of our State and city, for the comforts, pleasures and happiness so bountifully bestowed upon our glorious Southland and our people during the year Nineteen Fourteen.
¶ As we look forward, it is with optimistic faith in the future, and the hope that it will bring to us even added blessings, which by faithful endeavor, we trust may be deserved. We thank our many thousands of friends for their generous favors in the past twelve months, and extend to all our heartiest good wishes.

Closed Until Monday!

—Today to Observe the New Year's Advent;
—Tomorrow, to Complete Our Annual Inventory and

To Prepare for the Greatest Sale

Of Beautiful, Distinctive, Dependable and Notably Superior

Furniture and Home Furnishings

Ever Held By Any Firm In Any City In America
Full Particulars In Sunday's Paper

716 to 738 Barker Bros ESTABLISHED-1880 South Bdw'y

Thriving.

NEW INDUSTRIES FOR THIS YEAR.

MANY COMING HERE TO ADD TO CITY'S GROWTH.

Industrial Bureau of Chamber of Commerce Reports Closing Year a Successful One and States that New Year will also be a Prosperous Period.

The industrial bureau of the Chamber of Commerce reports the closing of the year 1914 as being signalized by an unusual number of inquiries from eastern concerns regarding the possibilities for manufacturing here. Also an increased interest being shown by our home people with regard to establishing new industries and in the promotion of the sale of Los Angeles-made goods.

The industrial bureau is enabled to state that prospects for the construction of a new cotton mill are exceedingly bright and that 1915 will not be much more than under way when the announcement can be made with surety that a large cotton mill will be completely financed, a site selected and building construction commenced.

A large amount of interest is manifested in a proposed furniture factory and it is confidently expected that such an establishment will be completely financed and buildings erected early in 1915.

La Poppea Cigar Company has just opened up an establishment in this city for the manufacture of high-grade cigars. This company is giving employment to between thirty and forty persons, and is vigorously pushing the sale of its products.

The Summers Manufacturing Company has opened a large factory in Los Angeles for the manufacture of cotton gloves, puttees, suspenders, belts, etc. This concern is employing between forty and fifty persons, and has already received orders from Australia and the Orient.

One of the most widely-known concerns in the United States has recently bought a site in this city for a branch manufacturing plant. The details will be announced later this month.

Among other industries which will probably come here early this spring are a large hosiery mill from Philadelphia, a factory for wood-working machinery from the Middle West, a factory for automatic safety check devices, and manufacturers of metal polish, straw hats, ladies' hair ornaments and musical instruments.

Bulwark.

LOS ANGELES BANKS ARE STRONG IN RESOURCES.

STRENGTH of Los Angeles banking institutions is revealed in the semi-annual statement of local institutions, compiled yesterday by the Security Trust and Savings and German-American Trust and Savings banks.

Total resources of the banks aggregate $199,332,041. Deposits total $164,131,669; loans and investments, $152,595,116.

Surplus and undivided profits of banks appear as $12,256,235, an increase of $435,971 since January 1, 1914. The capital of the local institutions aggregates $15,097,203.

Dividends to stockholders for the year just passed, as revealed in the statement, total $1,850,052. Interest was paid to depositors aggregating $2,907,780 by the savings institutions.

Clearings for the year aggregated $1,145,167,110. The city ranked fourteenth in the country.

Los Angeles is ready to derive the greatest benefits from the new era of prosperity which is dawning on the Pacific Coast. The situation gives signs of a very strong undertone, and will quickly respond to the highly favorable influences proceeding from the opening of the Panama Canal, large crops and the improving monetary conditions in the country at large.

MANY ATTEND WATCH MEETINGS.

THE LEADING CHURCHES DRAW LARGE CROWDS FOR MIDNIGHT SERVICES.

People took a lively interest in the watch night meetings in the several churches last night. Those that began early in the evening were recruited from hour to hour as early worshipers departed, keeping the attendance at an interesting point. This was especially the case at the First Methodist Church and Immanuel Presbyterian Church. At the former Dr. Locke conducted an old-fashioned experience meeting, and at the latter there was a new speaker for each hour.

In his address on the subject, "In Life's Race Course to Win," Dr. Locke said he would not be at all surprised if patience was the chief Christian grace, and he quoted elaborately from the scriptures to prove his contention. "Lincoln," he said, "by princely patience emancipated a whole race of human beings. Patience is character. The mothers are the most perfect human beings because they have been refined in the school of patience."

Dean MacCormack began his service in St. Paul's Pro-Cathedral at 11:15 o'clock and boiled a most interesting season into the forty-five minutes. He spoke upon "The Opportunities of Life," and the choir sang Christmas anthems, and, with a great burst of song, "The Hallelujah Chorus" filled the church as the clock struck 12. As the audience passed out the dean handed to each person a sealed personal message from himself, which, upon being opened, proved to be a New Year's resolution to become a Christian. The dean said in the course of his talk:

"The greatest question any man can ask is 'What is Life?' There is only one question greater—'what is my life?' The young interpret life in time of pleasure; the middle-aged in times of ambition; the mature in times of success. Now shall we avail ourselves of the spiritual opportunities that the new year has in store for us? There is but one way to make them ours. Oh, taste and see how gracious the Lord is. Blessed is the man that trusteth in Him."

At Immanuel Presbyterian Church Dr. John Balcom Shaw was assisted by three other Presbyterian ministers, Rev. E. W. Campbell, Rev. H. H. Fisher and Rev. M. P. McClure. The singing of the Tuskegee Institute singers and of special soloists added to the pleasure of the meeting.

CRANE'S TRAIL IN RIVERSIDE DUST.

SUPERVISOR SHAKES A FOOT FOR OTHER PARTS ON SHORT NOTICE.

[LOCAL CORRESPONDENCE.]

RIVERSIDE, Dec. 31.—J. A. Crane, whose term has just expired as a member of the Board of Supervisors from the Fourth District and who was unsuccessful in his contest of the election of his successor at the November election, has secured a five-year lease of the Glen Tavern Hotel at Santa Paula. The furniture and fixtures were purchased by Crane, who left today with his wife and daughter to assume charge of the property.

Crane was prominently connected with the Southern Counties Panama Commission, and was slated to represent the county as its representative at San Diego. Finding that he was defeated for re-election, Crane sought to have his wife appointed at a good salary.

The Board of Supervisors was evenly divided when it came to a vote for approving the contract, saving for Crane's vote, which the District Attorney ruled could not legally be cast in favor of such an arrangement.

WATER SYSTEM COMPLETED.

The final report of Burns & McDonnell, consulting engineers in charge of the extension of the municipal water system, was presented to the Board of Public Utilities last night, and marks the completion and the acceptance by the engineers of all the work called for under the $1,160,000 bond issue of 1913.

The last portion of the work to be finished is the thirty-inch concrete pipe line which will give the city a new source of supply from the Cooley tract, procured from the Riverside Water Company. This tract adjoins the Antil tract, from which San Bernardino gets its supply of domestic water, and the purpose of the city of Riverside to take water from the Cooley tract is a factor in the suit recently instituted by San Bernardino against this city and the Riverside Water Company.

ARREST IS MADE IN EASTERN CITY.

FORMER SIMI MERCHANT CHASED FOR FRAUD—SAMPLES ARE TABOO.

[LOCAL CORRESPONDENCE.]

OXNARD, Dec. 31.—Jack Burns, formerly merchant of Simi, charged with defrauding Oxnard business houses of about $500, was arrested today in Norfolk, Va., on advices sent there by Chief of Police Kelley of Oxnard. The telegram from the Norfolk police gives Joseph Barry as the alias under which Burns was traveling when apprehended.

Efforts have been made by the Oxnard Chief to have Burns arrested in Salt Lake City, then on the Missouri River, and in Charleston, S. C., but he left in each instance before the arrest could be made. Burns was popular in and around Simi and Oxnard, and considered a hustling young business man, until the fictitious and forged checks were issued by him, as he was leaving town, ostensibly on a business trip of a few days.

SAMPLES TABOO.

Because it was shown that four tablets of a patent cough cure, distributed in sample envelopes throughout the residence districts of the city, contained a sufficient amount of a strong drug to kill a small child, if eaten at one time, the Trustees have passed an ordinance making the miscellaneous distribution of patent medicine samples unlawful here. The matter was brought to the attention of the Trustees by the City Health Officer.

OWENSMOUTH NOTES.

[LOCAL CORRESPONDENCE.]

OWENSMOUTH, Dec. 31.—George Henry Melcher of the "Roseneath Art Studio" has sent to the Panama-Pacific Exposition at San Francisco four valuable paintings, two of which are in oil, the others in water colors. The titles of the paintings are: "Morn's Greeting," "Day's Crown," "King Sycamore," "Incoming Fog." The pictures were all inspired by the matchless scenic effects obtained from the Roseneath Studio, from which is obtained a magnificent sweep of mountain, valley and ocean. Mr. Melcher has also several paintings on exhibition at the San Diego exposition, and his wife, Bertha Corbett Melcher, has sent to the San Francisco exposition two miniatures painted on ivory, "A Mountain Lassie" and "My Daughter Charlotte." Mr. Melcher won a medal at the Lewis & Clark fair at Portland in 1905.

R. F. Gates died Sunday at the age of 77 years. He leaves three sons, William, Lon and John, also two daughters, Mrs. Crace Vineyard and Mrs. Hattie Clerk. Funeral services were held today, interment being in Hollywood Cemetery.

HELPS TO BOOST.

[LOCAL CORRESPONDENCE.]

ONTARIO, Dec. 31.—To co-operate with the management of the Casa Blanca, Ontario's new quarter-million-dollar hotel, the first unit of which is just completed, in the hostelry's formal opening, set for the middle of January, President Glenn D. Smith of the Ontario Chamber of Commerce has named a special committee comprising Crombie Allen, former Mayor W. A. Freemire and Rev. Richard H. Gushee. President Smith will act as ex-officio member of the committee.

POMONA STOCK EARNS PROFIT.

BIG DIVIDENDS ISSUED TODAY TO STOCKHOLDERS OF VALLEY SECURITIES.

[LOCAL CORRESPONDENCE.]

POMONA, Dec. 31.—It is estimated that about $150,000 will accrue to the community in dividends payable tomorrow by local companies and on stocks and securities owned by Pomona people in outside corporations.

Already conditions are beginning to be much improved in Pomona Valley, there being a marked betterment over six months ago. Some here are expecting one of the best years ever experienced by the locality.

The Mutual Building and Loan Association will pay out $20,000 in dividends, the four Pomona banks will disburse in dividend payments over $16,000, and substantial sums will be paid to those residents here who hold Pomona City bonds, and they are quite numerous.

The Pomona Manufacturing Company, the local Home Telephone Company, the Home Builders Loan Association, the Orange Belt Emporium, Consolidated Water Company, Pomona Valley Ice Company and others are in the dividend list.

It is said that Pomona residents will receive about $50,000 in dividends from stock owned in corporations located in different parts of the country. This being "new" money in very truth, will add most acceptably to the community resources.

CHARITY WORKER.

Miss Lulu Redding, newly-called superintendent of the Pomona Associated Charities, recently formed here, arrived from her former home in Frankfort, Ky., and will be established in her office in a few days, ready to take up the important work to which she has been called.

Miss Redding has had years of valuable training in charity work in southern fields. Through the new associated charities the organized work of the community will be done.

Miss Redding states that she expects to make with the assistance of the board of directors the charities association a community organization. She advises the people here that when people come to the doors of residents seeking aid that the citizens will send these asking assistance to her, and will not feed them at the door. She goes on the principle that if the parties seeking aid object to coming to the Associated Charities they are the ones that should not be helped, for she believes all cases should be carefully investigated by those familiar with the work.

DIES IN FEW DAYS.

Sugar Company Auditor at Los Alamitos Takes Ill Suddenly and Passes Beyond.

[LOCAL CORRESPONDENCE.]

LOS ALAMITOS, Dec. 31.—A severe cold, contracted a few days ago, and which developed into pneumonia, was the cause of the unexpected death of Alfred W. Jones of this city, and one of the best-known authorities on sugar matters in the country, at his home yesterday.

Twenty years ago Mr. Jones came to California and for the last seventeen years had been closely identified with the interests of the Los Alamitos Sugar Company, at the time of his death acting as sales manager and auditor. He was the correspondent for The Times here for many years.

Until his recent illness he had been always in possession of good health, and his sudden demise is mourned by his widow and two daughters, Mrs. George M. Green and Mrs. J. C. Bodger, besides a host of friends and business associates.

CITY OFFICIALS HAVE NEW HOME

BOSTON EDUCATOR SAYS HIGH SCHOOL OF FULLERTON IS BEST IN LAND.

[LOCAL CORRESPONDENCE.]

FULLERTON, Dec. 31.—The city officials of Fullerton are moving into the handsome new city offices today in the Key building on North Spadra street. The new offices have been fitted up in an attractive manner, there being a large room for Trustee meetings and neat offices for the City Clerk, Recorder and Engineer.

In the rear is a room for the $8500 fire auto truck that will arrive here soon from the East. A large reading room has also been provided for the members of the fire company.

BEST IN COUNTRY.

The sixteen High School buildings here and the High School plant were inspected this week by A. E. Winship of Boston, who has for thirty years edited the Boston Journal of Education. He has been aptly styled "the surveyor-general of education in the United States." For years he has heard of the Fullerton Union High School and junior college with added interest.

After visiting the Fullerton schools he said: "I have spent thirty years in lecturing before teachers' institutes and visiting and inspecting schools from the Atlantic to the Pacific, and it is my opinion that you have here in Fullerton the best country High School in the United States, and only two city schools that I know of could be called its equal. These are located at Colorado Springs, Colo., and the other at Phoenix. In equipment for work I believe that the Fullerton school is the superior of either of them."

WHOLE BLOCK RESERVED.

San Bernardino Has Street Dance as New Year's Feature of Fu Death Caused from Tuberculosis.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN BERNARDINO, Dec. 31.—Under canopy of blue sky silvered by full moon several thousand persons participated in a mammoth open-air dance tonight on Third street between G and H streets, celebrating the transition of the years at midnight with a blare of a brass band, the shuffle of feet on the pavement and the demonstration of carnival merriment.

The dance was under the sanction of the city administration and a whole block was reserved for the event. At the witching hour, while every whistle in the city screeched a welcome to the New Year and guns belched forth a salute, the dancers struck into the municipal one-step. It was the most successful of the several municipal dances held in past months.

ONLY ILLNESS.

A Coroner's jury today decided that little Josie Ojeda came to her death as a result of tuberculosis instead of starvation, as was at first thought. It recommended that an investigation be made, however, into the condition of the family, which is said to be in distressing circumstances, and the children improperly fed. The Coroner's investigation was demanded by the City Health Officer.

SAN FERNANDO BONDS SOLD.

Fireproof School to be Built with Money of Issue—Accused Slayer Arraigned.

[LOCAL CORRESPONDENCE.]

SAN FERNANDO, Dec. 31.—Bonds for $55,000 for the Morningside grammar school district have been sold to Rollins & Co. of New York City. The premium to be paid is $1213. The school to be built will be fireproof and besides eight classrooms will be completely equipped with manual training and domestic science rooms and will have a large auditorium.

This sale follows that of bonds amounting to $150,000 for the San Fernando Union High School district for the completion of a group of buildings, two of which are built and in use. An addition to the San Fernando grammar school, costing over $100,000, was recently completed.

ALLEGED MURDERER.

Carlos Hernandez was arraigned upon the charge of the murder of Marshal William D. Smith before Justice J. H. Barclay, yesterday. Hernandez shot and killed Marshal Smith while the latter was attempting to arrest him and his two companions upon a burglary charge. The other two Mexicans escaped. Preliminary examination was set for January 5.

MONROVIA LETS CONTRACT.

[LOCAL CORRESPONDENCE.]

MONROVIA, Dec. 31.—J. M. Montgomery of Alhambra will get the contract for the work of improving California avenue, his bid of $9659.55 being considerably lower than any of his eight competitors. The bids were opened at Council meeting last night and although the totals of the various items were not figured, Montgomery's bid was declared the lowest of the lot. The contract will be awarded formally at the next meeting of the Trustees on Monday evening of next week.

The work to be done consists of grading, oiling and rolling of a portion of South California avenue, with the building of gutters, curbs and swales. The local street department is very well satisfied with the figure in the bid and with the contractor, who has an excellent reputation. The other contracting firms bidding for the work were: The B. R. Darvis Company of Monrovia, the E. L. Fleming Company of Los Angeles, the Hein Company, A. C. Lowe, E. Schilling and J. S. Menefee of Los Angeles and Wardall and Wagoner, Monrovia.

ANTELOPE VALLEY RICE.

[LOCAL CORRESPONDENCE.]

LANCASTER, Dec. 31.—S. Foden, Dr. Hoeppner, Frank Griffiths, A. Akin, B. Zahn and L. Cogsoff are a party of Los Angeles capitalists who recently purchased 1000 acres of land in the Antelope Valley, which they intend planting to rice. The land is located in what is known as the Rosamond Lake section of the valley, near Rosamond. According to Foden, the soil and climate are identical with that of Queensland, Australia, where he has been operating on a large scale; the water conditions here, he claims, are superior, and he predicts that Antelope Valley will rival parts of Northern California, where the industry is grown to immense proportions. Tractors, plows and other necessary equipment which the company has been using in Hinkley Valley, will be sent here at an early date and a large tract placed under cultivation.

TO PROTECT CITY.

[LOCAL CORRESPONDENCE.]

BAKERSFIELD, Dec. 31.—A special meeting of citizens held this evening named City Trustee Fred Grubb chairman of a committee of five to draw up plans for a levee on the bank of Kern River to protect the city and the Arp addition on the opposite side from overflow. Mr. Gribble, who called the meeting, was authorized to name his associates on the committee. The county is expected to assist in the work.

FRIDAY MORNING

Bullock's Los Angeles

Saturday Soap Specials
—8 Bars Fels Naptha, 25c
—8 Bars Ivory at 25c
Limited to 8 bars of one brand sold in connection with other purchases of 25c or over from the 5th floor. No phone orders.

"One of the mo
Offerings that B
to make—At $2.4
mence Saturday
—3rd floor."
(Sig

Tumblers 95c a doz.
This dainty grape design with deep-cut leaves. Special at 95c dozen. Sunset Star cut glass tumblers—a popular design. Special Saturday at 95c dozen.

Bullock's Broadway at Seventh

MY SEMI ANNUAL 1/2 Price SALE

Continues Saturday

It is an acknowledged fact that my shop carries the most exclusive garments in the city and to be able to buy them at one-half their regular prices is a treat you cannot afford to miss. Hundreds of shrewd buyers and fastidious dressers took advantage of this sale last week, so I urge you to come tomorrow. Positively this is the last week of this phenomenal sale, which ends January 9th.

1500 Garments to Select From

1/2

$35 New Model Suits
$35 Street Dresses ... $17.50
$35 Gowns .....
$35 Auto Coats .....
$35 Afternoon Gowns

$45 Dresses .....
$45 Gowns $22.50
$45 Suits .....
$45 Coats .....

ALL MY EXCLUSIVE IMPORTED MODELS ARE INCLUDED IN THIS ½-PRICE SALE

Evening Gowns

One $150 Model	$ 75.00
One $200 Model	$100.00
One $120 Model	$ 60.00
One $95 Model	$ 47.50
Ten $80 Models	$ 40.00
Twenty $75 Models	$ 37.50
All $60 Models	$ 30.00
All $50 Models	$25.00

Afternoon Frocks

All $60 Models	$30.00
All $55 Models	$27.50
All $50 Models	$25.00

Street Dresses

All $65 Models	$32.50
All $60 Models	$30.00
All $50 Models	$25.00

Suits

One $100 Model	$50.00
Three $85 Models	$42.50
All $80 Models	$40.00
All $75 Models	$37.50
All $70 Models	$35.00
All $60 Models	$30.00
All $50 Models	$ 25.00

Nadia Smart Shop
408 S. Broadway

Bullock's Los Angeles —"Happy New Year to All! Don't forget to come to Bullock's Saturday"—The Whities. Bullock's Los Angeles Store Closed Today! This News is for Saturday — "Happy New Year to All." Bullock's Los Angeles —"See other advertisements for Saturday and Every day in January"—The Whities— Bullock's Los Angeles

"My! we wish we could show them to you—these Muslin Undergarments—Hundreds—every one a reason for

The Greatest Muslin Underwear Month

Undermuslins at 75c

—Gowns in slipover, round or square neck styles, embroidery or lace trimmed yokes—cut full and neatly made—15 styles to select from in sizes 34 to 44, 75c each.
—Two piece Combinations—corset cover and drawer models trimmed with lace and embroidery—lace trimmed drawers, at 75c.
—Then there are white muslin skirts trimmed with flounce of cambric embroidery or lace—some with underlay—75c each.
—Values the Whities may well be proud of at 75c.

Undermuslins at $1.00

—including Gowns, Combinations, Princess Slips and Skirts—
—20 styles in slipover gowns with lace or embroidery yokes—others with lace yokes and raglan or set-in sleeves—and crepe gowns in numerous styles (white and colors,) $1.00 each.
—Two piece combinations with straight or circular drawers, Princess or waist line models made of muslin and crepe, daintily trimmed with medallions and Valenciennes lace on yokes—others trimmed with fine embroidery, $1.00.
—Princess slips with front or back closing, lace or embroidery trimmed, $1.00.
—White muslin skirts in several styles with panel front, with flounces of lace or embroidery, edged with ribbon threaded beading—splendid values at $1.00.

Undermuslins at $1.25

—Low neck, open front gowns with full length or elbow sleeves—high neck gowns of cambric or nainsook
—A good assortment of crepe gowns in white or floral effects—both regular and outsizes at $1.25.
—Princess combinations with trimmings of medallions and lace—open or tight knee—Good styles in crepe combinations trimmed with narrow edge of embroidery or lace—Then there are waist line models in many pretty styles—$1.25.
—Princess Slips with flounces formed of several rows of lace or embroidery—lace trimmed yokes, $1.25.
—White muslin skirts in a big assortment—many with embroidery trimmed flounces for practical wear, $1.25.
—Very dainty corset covers of sheer nainsook — several styles with lace sleeves—sizes 34 to 44, $1.25.
—The wonder is how the Whities ever secured them so they could be sold at $1.25.

Saturday Soap Specials

—8 *Bars Fels Naptha*, 25c
—8 *Bars Ivory at* 25c

Limited to 8 bars of one brand sold in connection with other purchases of 25c or over from the 5th floor. No phone orders.

"One of the most remarkable Waist Offerings that Bullock's has been able to make—At $2.45. The Sale will commence Saturday morning—at Bullock's —3rd floor."

(Signed) The Whities

Tumblers 95c a doz.

This dainty grape design with deeply cut leaves. Special at 95c dozen. Sunset Star cut glass tumblers—a popular design. Special Saturday at 95c dozen.

Sale of Linoleum Remnants on Saturday at 25c and 60c a square yard. 6th floor.

The Jim Toasters 25c

—One of the best selling quick-action toasters, 25c.

Soap Shakers, 10c to 20c

—Save their cost in a few weeks' use by saving small pieces of soap—Sizes at 10c, 15c and 20c.

—Saturday—Plan to buy at Bullock's because of the values that will be out in profusion.

Corset Covers at 50c

—65c, 75c and 85c—made of crepe and nainsook, made with or without peplums—front closing and surplice styles and some with cap sleeves and lace trimmed.

—"that Bullock's has ever known. That's what January should be—and not by a narrow margin.

—"Values!" exclaim the Whities. "You should see them—Even stronger than we were able to secure for that wonderful January event of 1914—(And you know what a record that month set for Value-giving and Friend-winning)—More garments—daintier—better—in bigger varieties—

—"We knew how hard we would have to work — Hundreds and hundreds of women can testify to the extraordinary nature of that event a year ago.—Ever so many thought it could not be outdone —'Even we were doubtful—for we were just as particular in 1914 as we are now—(and that's so particular that some manufacturers call us cranky), but perhaps, a year ago, we didn't have as much knowledge or ability—or the manufacturers' 'best' wasn't as good as it is this year—

—"The annual distribution is so much more important than usual that we have had more drawings made from actual garments concerned and print them here.

—"Then we have filled four big windows with the values—(you can see them today)—Plan to visit the 3rd floor early, Saturday."

Undermuslins at $1.50

—Gowns of nainsook or cambric in high neck or slipover models—regular and extra sizes—$1.50.
—Combinations with shield sleeves, daintily trimmed with Valenciennes lace—short skirt combinations that are most excellent values, $1.50.
—White muslin skirts, lace or embroidery trimmed, in regular sizes—some with double panel—A good assortment of embroidery trimmed skirts in extra sizes, $1.50.
—Then there are Princess Slips and Chemise of muslin, sizes 34 to 44—the variety of styles and ways of trimming almost beggar description —$1.50.

Undermuslins at $1.95

—Dainty slipover gowns with yokes and sleeves trimmed with lace embroidery medallions and several rows of Val. lace, cluster tucks below the yoke — Very attractive gowns in empire styles, with the yokes and sleeves made entirely of lace, both back and front, $1.95.
—Princess Combinations with Empire yoke of lace and embroidery—drawers lace trimmed — waist line models with four lace medallions—others trimmed with Val. edge, $1.95.
—Princess slips with front or back closing—made of very fine nainsook or longcloth—elaborate yokes of lace motifs or embroidery—trimmed flounces, some with underlay.
—White muslin skirts with straight flounce or embroidery beading, drawn with ribbon, $1.95.

Knickerbockers at 50c

—65c, 85c, $1.00 and $1.25—open or closed styles of muslin or crepe—the latter in white, pink and blue—some with elastic waist bands and knees.

—"For one thing is certain, that never in the history of Bullock's Undermuslin Section has such an extraordinarily attractive display of extraordinary garments been made—
—"Why, at 75c! Just see how dainty and pretty and different these Gowns, Skirts and Combinations are. Almost unbelievable, but hardly a bit more so than these others at $1.00, $1.25, $1.50, $2.45, $3.45. No matter what price you pick, there's a big surprise—and not a few garments, but scores of them—hundreds—table after table full—

"Hurrah" shout the Whities

"We're back at Bullock's again—with our arms 'just snowed under' with White Goods, (Lingerie! Linens! Waists! Cotton Goods of every sort!—Laces! Curtains!)—Yes, and with values in Other Beautiful Goods—Silks—Woolens —Hosiery—Rugs! Furniture! Oh! so many other things—that eyes all over Southern California should begin to dance with delight this very minute.

—"It's to be a great year! May it be a very Happy New Year to all—! And may every one appreciate to the full the advantages we have brought to Bullock's and profit accordingly"—

Undermuslins at $2.45

—very sheer gowns of nainsook or batiste—Empire styles; quite elaborately trimmed yokes of Swiss embroidery medallions and Val. lace in combination—Then there are gowns of pink Seco Silk, lace trimmed—$2.45.
—Waistline combinations profusely trimmed with lace and embroidery —lace beading, ribbon threaded around the yoke with bows for an added touch of daintiness, $2.45.
—Muslin Skirts in regular and extra sizes that are well considered extra values—some with double panel front, deep embroidery flounce and beading, $2.45.
—Princess Slips in a variety of styles and sizes—$2.45.

Undermuslins at $3.45

—Gowns of nainsook, batiste and wash silks with round or empire yokes—yokes of allover lace, Val. or shadow lace finished with bows of ribbon—$3.45.
—Petticoats of cambric, muslin or longcloth in several models—very pretty flounces of embroidery or lace—some with underlay, $3.45.
—Princess style combinations with straight leg or knicker drawers—made of sheer nainsook or batiste, many lace trimmed—combinations with waist line in a good variety of patterns, sizes 34 to 44, $3.45.

Corset Covers 25c

—full front and tight fitting models that are well made and neatly finished—good sizes, 25c each.

"Ever See Such Values in White Goods?

—"And right at the start of the season, at that? Do you wonder that we have planned for the greatest January Sale we Whities ever engineered at Bullock's? If we could only make cold type show the real value and beauty of these fabrics!"

36-Inch Egyptian Nainsook at 15c

—15c for a lingerie fabric of fine quality—a firm, even thread weave, 36 inches wide—away underworth at 15c a yard.

Sea Island Nainsook, $1.95 Box

—$1.95 for a 10-yd. box of this 38-inch nainsook is little above half actual value. Fine for dainty lingerie and infants' wear.

36 and 40 Inch White Goods Priced 25c

—A variety of crepe-like and voile-like weaves in hairline stripes, corded stripes, sheer rice cloths and dainty lace weaves—many of which you would consider uncommonly good values at double the price—25c.

39 Inch Mercerized Voile at 20c a yard

—That is practically half value for this exquisite mercerized fabric.
Fully 39 inches wide, snow white and sheer, but of a two-ply twisted thread that gives it a chiffon appearance—a weave that is destined to become immensely popular for spring. Sharply underpriced at 20c a yard.

39 Inch Mercerized Batiste, 20c a yard

—A 39-inch batiste of sheer texture, highly mercerized—and the luster will prove PERMANENT—ideal for lingerie, waists, children's wear—the quality usually sold at almost double 20c a yard.

Envelope Chemise

—of crepe, muslin or Seco Silk—round or square outline yokes—different styles and qualities at different prices, $1.00, $1.25 to $2.25.

Muslin Drawers

—open or closed styles, straight or circular legs—trimmed with embroidery or lace that has been laid on flat in most cases—regular and extra sizes—50c, 75c, $1, $1.25 and $1.50 pr.

Fancy China Nut Bowls, 50c.
Mayonnaise Sets, 50c.
Kewpie Bisque Figures, 25c. *5th floor.*

Bullock's Broadway at Seventh

Cities and Towns South of Tehachepi's Top—Los Angeles County News

Pasadena.

BEAUTY FLASH AT ROSE BALL.

Brilliant Green Function Delights Thousands.

Watchnight Dansant on Roof Feature of Night.

Maryland Scintillates with Brilliant Affair.

[LOCAL CORRESPONDENCE.]

PASADENA, Dec. 31.—Nowhere in the Southland was New Year's Eve more delightfully and merrily celebrated than at the Hotel Green last evening, it being the formal opening of the American plan building and also the celebration of the new and promising year to come, 1915.

The hotel was crowded to its capacity, nearly 1000 guests responding to invitations, and as early as Wednesday, Manager D. R. Plumer was forced to refuse to extend any more invitations, preferring to accommodate each and every guest with their full share of comfort and enjoyment. It was estimated that could all have attended who made requests for reservations since the list was closed, the dining-room would have been filled more than twice over.

Dinner was served at 6:30 o'clock and the dining-room was a most beautiful sight, all decorations being in pink and green. The massive pillars of the room were wrapped at the top with ropes of maidenhair ferns, while at the windows hung wreaths of pink roses in full bloom. Wall baskets about the room held drooping ferns and blossoms and great vases of pink carnations centered each table.

Each table seemed to be the merriest, when viewed by itself, and the dining-room, as a whole, bespoke the happiness of the guests and the pleasure of the occasion.

Following the dinner a programme of exhibition dancing was given in the Palmroom, all the new and popular eastern dances being performed by artists of well-known dancing ability. The room, in accordance with its name, was a mass of palms standing stately in large wooden baskets and nearly reaching to the ceiling.

SCENE OF CHARM.

From 9:30 to 11:30 o'clock the Rose ball was held in the Romanesque-room and here by combining the strains of sweet music with soft shaded lights and beautiful flowers and foliage the real fairyland can be imagined. Add to this the merry laughter of beautiful women, charmingly gowned, and the brilliant affair needs no further description. New Year's Eve seems to be the one night of all when joy, happiness and pleasure go hand in hand and the ball at the Green last evening was by no means the exception.

Beginning at 11:30 o'clock the watchnight dansant on the roof garden was the attraction, and on account of the beautiful and artistic decorations, was the crowning feature of the evening. The entire south half of the garden, which is enclosed, was given over to dancing and the entire place made into a bower of blossoms, ferns, potted plants and palms. Hugh baskets of palms with ropes and maidenhair ferns connecting them, interspersed with different colored lights, made arch after arch through which the guests danced out the old year and in the new.

From the ceiling hung hoops of smilax and bowers of myrtle from which dangled tiny red balls and bells. An electric spot light, which flashed back and forth among the dancers, added to the beauty of the occasion. At the north side of the enclosure set in a screen of green leaves were the figures 1915 sparkling with a myriad of electric lights.

The festivities of the evening closed with a midnight supper on the north side of the roof garden, which is not enclosed, the guests enjoying the balmy air which only Southern California can furnish.

In the knowledge that a rare treat awaited them in the dances of Miss Ruth St. Denis and Ted Shawn at the tea dansant of the Hotel Maryland, the social elect of the city were irresistibly lured to attend yesterday afternoon and several hundred of the well-known society matrons and belles witnessed a ravishing programme of dances that breathed of the incense of the Orient.

Novel, stunning and running the full gamut from the beautifully weird to the grotesque and then to most charming expressions of the modern dance, Miss St. Denis held the attention of the assemblage until the close of the unusually delightful affair.

The noted stage dancer who has brought to America and England the wonderful dances of the Orient, will be a guest today of the Tournament Association and at the Tournament Rose ball at the Maryland tonight, and it is hoped that she will consent to give one of her dances. A number of other professional dancers will be present and will give exhibition dances.

W. A. SCRIPPS DIES.

After a busy life of seventy-six years as a publisher, William A. Scripps, who for the last twenty years had made Altadena his home, died at 2 o'clock yesterday afternoon.

Mr. Scripps was a native of England and came to this country with his family when a child of 5. At an early age he became interested in newspaper work. He was in active business in Detroit for many years, but retired and came to California to make his permanent home. A monument to his credit is the William A. Scripps Home for the Aged, and his private charities covered a broad field.

His death came at the end of a serious illness of ten days, but his family feel that he had never recovered from the critical illness from which he suffered about a year ago, when for a long time his life hung in the balance.

Mr. Scripps leaves his widow and two daughters, Mrs. G. O. Ellis of Detroit and Mrs. F. W. Kellogg of Pasadena, all of whom were with him when the summons came. The only other near relative is a half-brother, E. W. Scripps of San Diego.

Funeral arrangements will be made later.

BURGLARS ACTIVE.

Arriving home at rather a late hour from Los Angeles last night, the family of F. O. Kaeplar of No. 453 Cypress avenue found that the home had been ransacked thoroughly by thieves, who had preceded them, and many articles of value including jewelry and clothing appropriated.

Eastern tourists will find Grace Nicholson's Famous Pasadena Shop, 46 Los Robles avenue, the most beautiful and fascinating salesrooms in the West. There are eight large rooms filled with oriental art objects, artistic merchandise of exclusive design, antiques and embroideries for collectors, gems, jewelry, old silver and the largest and finest collection of Indian baskets in the world.—[Advertisement.

Hotel Vista del Arroyo, Pasadena. —[Advertisement.

HUNTINGTON BEACH NOTES.

[LOCAL CORRESPONDENCE.]

HUNTINGTON BEACH, Dec. 31.—Preparations are being made to double the present capacity of the grammar schools, and a new site has already been purchased at a cost of $12,000, and an election will be called shortly for the purpose of voting an issue of bonds to cover the cost of a new building.

The Holly Sugar Company has closed the fourth and most successful campaign in its history. About $1,500,000 was paid to growers of sugar beets in this section, and 30,000,000 pounds of sugar was manufactured.

WORLD-WIDE ADVERTISING SUPREMACY OF THE

LOS ANGELES TIMES

AGAIN DEMONSTRATED.

During the Year of 1914 the Los Angeles "Times" Printed the Enormous Total of 13,891,024 Lines of Paid Advertising.

MANY YEARS of undisputed leadership on the Pacific Coast in all the features that go to make up a great modern metropolitan daily newspaper has enabled the Los Angeles Times to build up a stable, permanent, far-reaching, bona fide circulation that it much larger and immeasurably better in quality than that of any of its local contemporaries.

The marvelous richness of the territory covered by the Los Angeles Times invests The Times' circulation with a wonderful purchasing power that is responsible for the action and quick results which invariably follow the use of The Times' advertising columns. The Los Angeles Times' circulation superiority, and the fertility and productiveness of its field, have enabled The Times to print more advertising than any other newspaper in the world every month for more than ten consecutive years, save the single month (October, 1910) following the destruction of The Times' building and plant by union labor dynamiters.

The following tabulation containing the figures received by wire to date of the newspaper making the best records in the respective cities in 1914 plainly indicates that in the profitableness of its advertising columns to its patrons, The Times is in a class by itself.

ADVERTISING—1914.

	Lines.
Los Angeles Times	13,891,024
St. Paul Dispatch and Pioneer Press	10,989,384
Washington, D. C., Star	10,896,557
Seattle Times	10,847,424
Minneapolis Journal	10,379,040
San Francisco Examiner	10,189,088
Philadelphia Inquirer	10,047,180
Detroit News	9,927,470
Columbus, Ohio, Dispatch	9,589,510
Brooklyn Eagle	8,924,281
Worcester, Mass., Telegram	7,820,442
Baltimore American	7,580,642
Houston, Texas, Post	7,567,952
Oakland, Cal., Tribune	7,077,196
Providence, R. I., Bulletin	6,837,153
Ft. Worth, Texas, Star-Telegram	5,970,454
Terre Haute, Ind., Tribune	5,255,474

Long Beach.

YOUTH BURIED IN EARTH CAVE.

Chums Dig His Head Clear and Save Life.

Back May be Broken by Terrific Impact.

Man is Injured When Wagon is Hit by Train.

[LOCAL CORRESPONDENCE.]

LONG BEACH, Dec. 31.—After he and his playmates had excavated a deep cave near his house at Elm avenue and Columbia street, 11-year-old William Breau was buried by the caving in of the earth at noon today. His companions worked in frantic haste to uncover his head, so that he could breathe, while others went for his mother. Men near by completed the work of rescue, but the lad's spine is thought to have been badly injured. Doctors were not sure tonight whether or not the boy's back is broken.

A short time before this accident J. B. Teel, who resides on East Seventh street, was seriously injured when a Salt Lake train struck the wagon on which he was riding, cutting it in two and throwing him more than fifteen feet. The accident occurred at Seventeenth and California streets.

Teel was taken to his home, where doctors found him suffering from two broken ribs and internal injuries. Tonight a fit of coughing set in and the physicians think that a splinter of the fractured rib has entered his lung. Teel is a brother to Street Superintendent J. A. Teel, and has been a resident of Long Beach and vicinity for nearly twenty-five years. The train carried parts of the wagon nine blocks.

William H. Wallace was elected president of the Chamber of Commerce today by the new directors. C. J. Curtis was chosen first vice-president, and Lynn W. Ballard, second vice-president. E. J. Wightman was selected treasurer.

The matter of selecting a secretary was left to the Finance Committee, which will report in a few days. The new chamber starts out auspiciously, and will at once proceed to get busy and boost Long Beach.

BEACH BRIEFS.

A keg of new pennies, 5000 of them, which are to be given away on the Pike tomorrow to visitors, were being purloined by three boys this afternoon when an officer of the Pike Association gave chase. The youths were reprimanded and allowed to depart.

More than 5000 Long Beach people have gone to San Diego to witness the opening of the Panama-California Exposition. About the same number will go to the Pasadena Tournament of Roses tomorrow. The Long Beach band has been given the place of honor in the Pasadena parade, being placed at the head of the long line. The Long Beach float will contain over a thousand roses, besides hundreds of other blossoms. It was prepared in the yards of the Long Beach Improvement Company, and will be taken to Pasadena before sun-up tomorrow morning.

SCHOOL FACILITIES.

[LOCAL CORRESPONDENCE.]

CHATSWORTH, Dec. 31.—Plans are being worked out for the immediate construction of a new grammar school building, for which purpose bonds have been voted. Thirty thousand dollars will be used in providing additional school facilities. Several orange groves have been set out in this vicinity recently and with the coming of the Owens River water it is expected that Chatsworth will become an important citrus fruit section.

STEAMERS SAIL LOADED DEEP.

ANGELENOS GO TO SAN DIEGO FOR THE FAIR OPENING. THIEVES BUSY.

[LOCAL CORRESPONDENCE.]

LOS ANGELES HARBOR, Dec. 31.—The steamers Yale and Harvard took 1176 passengers to San Diego today, breaking all records for passenger traffic to the southern exposition city. The Yale, sailing at 11 a.m., nas a special daylight permit from the United States inspectors for 985 passengers, and took 650. The Harvard, following at 3:30 p.m., was allowed to take but 526, and about forty were turned away unable to get tickets.

The two steamers will return tomorrow, the Yale leaving tomorrow afternoon and the Harvard tomorrow morning, bringing back many of the excursionists after the festivities incident to the opening of the exposition New Year's Eve. The Yale makes another trip to San Diego Saturday morning, returning Sunday.

After their annual overhauling in January, the Yale and Harvard will make San Diego their home port during the summer, and the schedule of the Pacific Navigation Company will provide for two sailings a week to and from that port instead of one.

HARBOR BRIEFS.

A gang of youthful shoplifters who have been operating in San Pedro stores during the holidays was exposed today by the confession of 12-year-old Russian boys caught at the store of P. J. Brennan in the act of taking away two mouth organs. The boys gave the names of twelve others who had been taking goods from counters for weeks without being detected. No arrests have been made.

The San Pedro float for the Pasadena Tournament of Roses was taken to the Crown City today It represents the lighthouse at the end of the breakwater, and will carry twelve girls representing the countries that trade through the harbor. Miss Loma Hansen will represent Columbia.

BRILLIANT BALL.

[LOCAL CORRESPONDENCE.]

RIVERSIDE, Dec. 31.—The New Year and the social season at the Glenwood Mission Inn were ushered in with a brilliant ball tonight, which was also made the occasion for the formal opening of the recently-completed Spanish art gallery. This interesting new addition to the hotel is the repository for many priceless tapestries and paintings and other art treasures. The atmosphere of old Spain was heightened tonight by Spanish dances executed by Miss Beatrice Domingues of Los Angeles and by Prof. Safael Valverde.

Mardi Gras dancers at Venice last night.

On the left is Doris Robinson, and on the right is Marguerite Fullerson, skipping along the "board walk."

Venice.

MARDI GRAS CARNIVAL AT VENICE RIP SNORTER.

[LOCAL CORRESPONDENCE.]

VENICE, Dec. 31.—Old Nineteen-fourteen, time-worn and war-tormented, with his gray beard flying freakishly in the cool sea breezes, jumped from the end of the Venice pier tonight, killing himself at the witching hour of midnight. There was not a soul to see him go—they were all singing, dancing, frolicking and welcoming the baby of the house, little, fair Fifteen, a bouncing baby yearkiddie with golden hair and big blue eyes.

As soon as the little tot arrived, thousands of whistles, bells, sirens and Klaxons welcomed him, and many more thousands of voices yelled a mighty hello to the boy whose advent in the world has been looked forward to for some time. He promises peace and prosperity, and if his little, smiling face showed any of his good being, he certainly will do the world a lot of good.

It seemed tonight as if everyone had congregated in Venice, and on the beach to welcome the New Year, 1915, with all its famous schedule of events. Thousands of costumed merry-makers danced to the catchy tunes of a big band, the circus calliope in front of the Race Thru the Clouds, and other big musical organizations. Costumes of all kinds were seen, the yama-yama brand preponderating. Every one seemed younger by a score of years, and old and young danced together.

Pretty girls in pantaloon costumes tangoed up and down the Canal City streets and the Plaza was a veritable dancing pavilion. The hall on the pier was one mass of kaleidoscopes, so much bright color revolving in and out and around on the big floor. Bright lights and fireworks dazzled the eye, and colored limelights danced and played on the joy-crazed people, who knew nothing but fun, gaiety and amusement.

The Mardi Gras is to last well into New Year's Day, when many will embark on cars for the Rose Tournament at Pasadena.

San Diego.

DENIES WILL PROVIDES FOR SINGLE HAPPINESS.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

SAN DIEGO, Dec. 31.—Mrs. Mary H. Pope, widow of James D. Pope, an attorney of Chicago, who was named a beneficiary in the will of George W. Hale of Chicago, denied today that the will contained the stipulation that she would receive the $20,000 providing she remain single for ten years.

Mrs. Pope, who is a handsome woman of about 45 years of age, is living at the Kirkland apartments, one of the most fashionable in the city. Previously she lived at the fashionable Mission apartments at Coronado, having come here two years ago from Chicago for her health, as she stated.

Mrs. Pope laughingly said that if the will had contained the condition of remaining single for ten years it would have made no difference to her, as she was alone and had no intention of marrying again. She said she had been notified by attorneys that she had been bequeathed $20,000 by her uncle, who died October 16, and that the estate would be divided at the expiration of ten years.

Meanwhile she is to have the use of the $20,000 or to receive the income from it. She stated that Hale, who was formerly connected with the Hale Elevator Company of Chicago, had remembered every living relative in his will and many charitable institutions. She said Prof. George E. Hale of Pasadena, of the Carnegie Observatory, is the chief beneficiary and insisted that any publicity given to the matter should come through him rather than herself.

Mrs. Pope appeared quite disturbed over the fact that the bequest to her had received any newspaper publicity. She admitted the bequest did not make any great difference in her financial condition, as she is now quite comfortably fixed financially.

DOUBLE DEATH STRIKES HOME.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH]

SANTA MARIA, Dec. 31.—A strange fatality has visited the home of George H. Nicholson, wealthy rancher of Santa Maria Valley. He and his wife and little son went to Goleta to spend the Christmas holidays with Mrs. Nicholson's father, Martin Clemons.

Monday night the little son was stricken with pneumonia, dying next day. Yesterday Nicholson started for Santa Maria with the body. Last night Mrs. Nicholson succumbed to the sudden grief which her son's death had caused. Tomorrow Nicholson will retrace his steps over the same road bearing the body of his young wife.

PARK OFFICIALS GIVEN CHARGE.

MONROVIA'S CITY COUNCIL IS WILLING TO LET OTHERS HAVE A HAND.

[LOCAL CORRESPONDENCE.]

MONROVIA, Dec. 31.—One of the most important "city beautiful" moves of the year was made last night by the City Council in giving the Monrovia Park Commission complete charge of the tree-planting along the streets. This action was taken at the request of City Engineer Gierlich, who has just completed an elaborate map of all the street trees in Monrovia, and who has outlined plans that will make Monrovia the best-shaded city in Southern California within a few years.

All the planting of street trees under the new plan, will come under the Park Commissioners, who will work from the city map. But one kind of tree will be planted to a street, to insure a uniformly excellent effect, and the conditions of drainage and soil of the particular locality carefully studied to get the best effect.

The Park Commissioners will have the say over the care, pruning and fumigation of all street trees, and property owners must have permission from the commission before removing even the limbs from trees in front of their houses.

There is general satisfaction felt over the steps taken by the Trustees in the tree-planting proposition, especially as the owners of the Santa Anita tract, Unruh and Kauffmann are actively engaged in subdivision and improvement, and on January 5 the city will vote on the annexation of the seventeen-acre tract recently purchased by Sidney Luther. This will mean that both tracts will be laid out and planted under civic care and supervision.

The Foothills Hotel, Ojai Valley, Nordhoff, California. Golf on hotel grounds. Horseback riding.—[Advertisement.

Inland Empire.

WONDERS OF IMPERIAL CAUSING AMAZEMENT.

[LOCAL CORRESPONDENCE.]

EL CENTRO, Dec. 31.—Since the time Imperial Valley set a unique and remarkable record by ginning a bale of cotton grown from seed extracted in a ginning operation but ten months before, surprises are virtually expected from that basin. The following correspondence is from four cities in the valley received the same day:

CALEXICO, Dec. 31.—Thomas P. Daley, manager of the Cudahy ranch, south of here on the Mexican side, today exhibited a stalk of cotton containing 300 bolls, one of the largest on record. Between fifty and seventy-five is the average number of bolls to a stalk, say cotton men. The cotton is an especially fine long fiber.

HOLTVILLE, Dec. 31.—A chicken egg measuring six by eight inches is in the possession of Mrs. E. J. Norrish of this city. She says it was laid by a Leghorn which has been liberal in eggs of equal size. When she brought it into town poultrymen measured it and declared it but a half inch shy of the world's record.

BRAWLEY, Dec. 31.—The wonderful properties of Imperial Valley soil were demonstrated here today when a sweet potato presented to Hon. B. Griffin of Best & Griffin. Plitt on a scale the hand registered two pounds, sufficient for a portion for forty persons. At that, local real estate men say it is but an infant tuber.

SEELEY, Dec. 31.—W. W. Porte, who has a ranch three miles south of here, tells of how the size of a fig tree planted in March has yielded three gallons of mature, ripe figs. It was a rooted stalk, five-eighths of an inch thick. Now it is six feet high, with a dozen branches and bearing.

VETERANS ENJOY LONG FURLOUGHS.

COME AND GO AT SOLDIERS' HOME AT PLEASURE TO VISIT FRIENDS.

[LOCAL CORRESPONDENCE.]

SOLDIERS' HOME, Dec. 31.—One of the most acceptable of recent concessions enjoyed by aged veterans at this branch of the national home is that of "sleeping out."

At this date, 317 members of the Home, for whom, otherwise, there could have been found no room in the congested barracks of the institution proper, are accorded the privilege of sleeping in cottages or rooms rented in Sawtelle or other nearby places—enjoying, in fact, a veritable domestic existence, while being materially provided for by Uncle Sam. A large proportion of these are aged men, having aged and almost helpless wives, for whom, but for this generous concession on the part of the management of the Home, they would find it impossible to provide other than barest necessities.

Referring to that privileged condition today, Governor of the Home, Gen. P. H. Barry, said: "No experience since assuming charge of this institution has afforded me more gratification that that of being permitted to guarantee to these aged couples immunity from separation during their remaining brief existence. Just look at the advantages dependent on membership: The veteran is assured of three meals, daily, at the Home's mess hall; all clothing provided without cost; medical attendance and medicines (two of the costliest items in domestic life,) are given free; but, best of all, the life-time companionship of the veteran and his aged wife is assured a continuance, without fear of separation—until the last call. And," concluded the governor, "all that is required of the veteran in return is attendance once each week at

Gen. P. H. Barry,

Governor of the Soldiers' Home at Sawtelle.

general inspection and taking his turn periodically as room orderly in the barracks."

The Home library contains 9000 volumes.

Riverside.

DEAD MAN'S POCKETS ARE FULL OF LOOT.

[LOCAL CORRESPONDENCE.]

RIVERSIDE, Dec. 31.—Called to Palm Springs to investigate the circumstances surrounding the death of a Mexican, who was decapitated by a freight train at 4:30 yesterday morning, Coroner C. S. Dickson discovered on the person of the dead man most of the articles taken from the home of U. L. Voris Sunday night, when Voris and Charles E. Waite, secretary of the Riverside Savings Bank, were shot by the burglar in his efforts to escape capture.

Coroner Dickson returned today with the loot taken from the clothing of the dead man, who is presumed to be the same who robbed the Voris home at No. 112 North Lime street. The collection included two guns and a varied assortment of jewelry. Voris has identified a watch, on which was engraved the name "Miller," three stickpins, and other articles taken from the house Sunday night. A ladies' gold watch bearing the initials "L. D.," a valuable stickpin and other articles of jewelry which were found on the dead man will doubtless be reclaimed in time by persons whose houses lie in the path of the burglar. Letters found on the person of the dead man bear the name of Bonificio Gomes. A photograph of the deceased was also discovered.

The Mexican is believed to be one of a couple who entered a Colton restaurant at midnight on Tuesday, and is presumed that they boarded an east-bound Southern Pacific freight shortly afterwards.

MUCH MISFORTUNE FOR ONE FAMILY.

MRS. U. S. LEMON OF ANAHEIM DIES WHILE HUSBAND IS ILL IN HOSPITAL.

[LOCAL CORRESPONDENCE.]

ANAHEIM, Dec. 31.—Mrs. U. S. Lemon, aged 42, died at the Santa Ana Hospital today after an illness of several days, having been removed from her home here to that city a week ago for treatment.

Mrs. Lemon has been engaged in newspaper work part of the time during the past ten years, being correspondent for The Times at her death. She was a sister of Wiley and Frank Harris of Santa Ana. She was a native of California, having been born at El Monte in 1872. She leaves a husband, U. S. Lemon, and four daughters.

The funeral will be held at Winbigler's undertaking parlor in Santa Ana at 10 a.m. Saturday.

Mrs. Lemon was one of the best-known residents of Orange county, having hundreds of friends in this part of the State.

She was not well at the time her husband was run down by an auto driven by F. O. Meyers, a week ago, one of his legs being broken and crushed. It will be weeks before Mr. Lemon is able to leave the hospital. Mr. Lemon also has a brother dangerously ill in San Bernardino.

The Fullerton paper, upon which Mr. Lemon was employed, carried insurance for its employees, but notice was received from the State today holding that Mr. Lemon is not entitled to compensation from the State, "because he was on his way home at the time of the accident and was not at that time performing services for the newspaper."

Others hold that he is entitled to compensation and the matter will be investigated further.

HYNES MAN FINED.

[LOCAL CORRESPONDENCE.]

HYNES, Dec. 31.—Sam A. Campbell was fined $10 by Justice Phillips for driving an auto while intoxicated. Deputy Sheriff Almer Hunter arrested him after Campbell had nearly collided with his car.

MILLION DOLLARS RAISED.

[LOCAL CORRESPONDENCE.]

CLAREMONT, Dec. 31.—President James A. Blaisdell of Pomona College announced tonight the successful completion of the million-dollar campaign for Pomona College. At o'clock this afternoon there was still $1200 more to be raised and this was practically in sight. Of this amount $150,000 was the gift of the Rockefeller Educational Board, conditioned upon $1,000,000 being raised. The fund will be used largely for enlargement and will justify the trustees in planning for the further erection of additional buildings badly needed by this growing and prosperous educational institution.

BATHING SUIT OR CHEMISE?

[LOCAL CORRESPONDENCE.]

LOS ANGELES HARBOR, Dec. 31.—Through the vigilance of Police Officers Biby and Dohman the Yale was shorn of six passengers today. W. A. Weingardner, Ray Church and H. S. Mann of Los Angeles were arrested in a local hotel with three women whom they had registered as their wives. The women gave their names as Babe and Mille Clark and Marie Reynolds. The six were convicted by Judge Chambers upon a technical vagrancy charge and fined $10 each.

All pleaded not guilty and declared there was nothing wrong in being found in company together in their underclothes. "We were just dancing and parading," Babe Clark, the youngest, told the court. "I am sure my chemise is cut no lower than my bathing suit and I do not consider it any more immodest than what I wear on the beach."

Gen. P. H. Barry,
rnor of the Soldiers' Home near
Sawtelle.

KETS
ULL OF LOOT.

MILLION DOLLARS RAISED.

BATHING SUIT OR CHEMISE?

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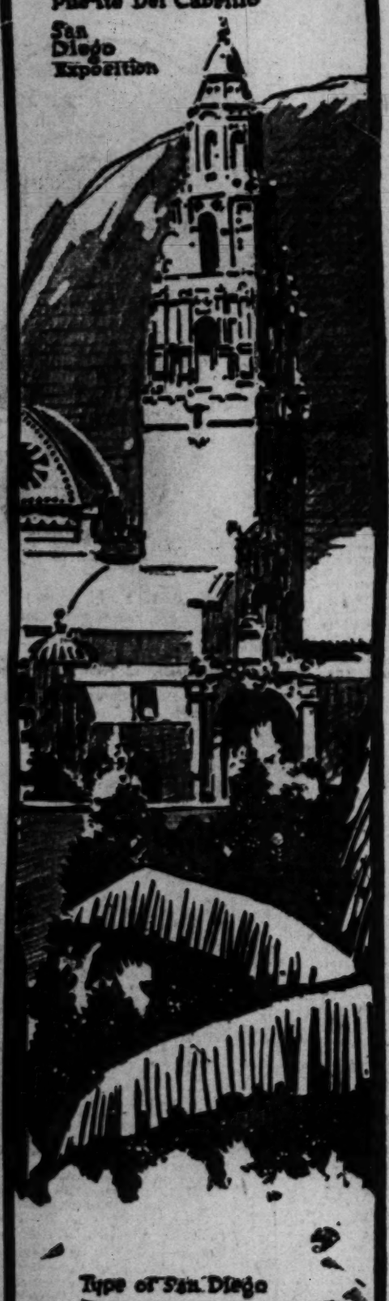
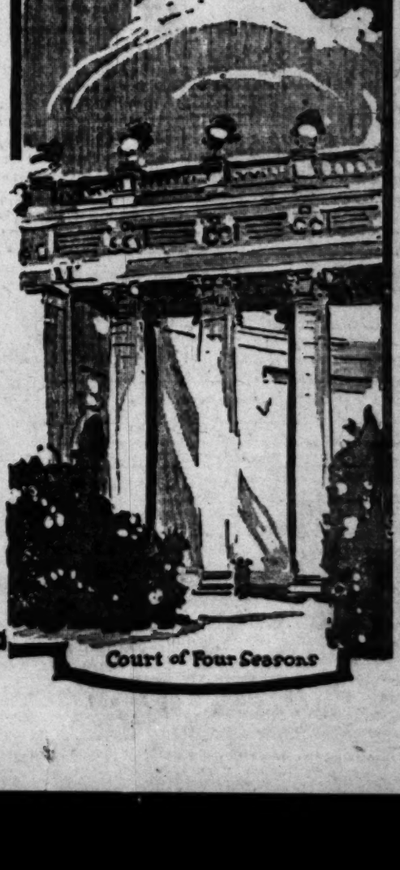
The world's greatest physical accomplishment—
The Panama Canal

View from Puente Del Cabrillo
San Diego Exposition



Type of San Diego Exposition Buildings

Court of Palms
San Francisco Exposition



Court of Four Seasons

1915
Expansion

FROM the Spruce woods of Maine, from the Palm trees of Florida, from the wide Fields of the Mississippi, from the broad Plains of Colorado, the snow Peaks of the Rockies, the battle-scarred Empires of Europe and the neutral Zones—all the World will join with California in celebrating the success of the most marvelous engineering project ever attempted by man.

—The Opening of the Panama Canal.

—With the Dawn of the New Year—1915—San Diego swings wide her portals to the California-Panama Exposition.

—1400 acres of God's great out-of-doors epitomizing the history of Southwestern America in an Exposition city of Spanish-Colonial architecture and influences of the 15th century.

—Then to formally celebrate the completion and opening of the Panama Canal, San Francisco will in February present the world its $50,000,000 Panama-Pacific International Exposition.

—An Exposition that will surpass anything that has ever been held, for it celebrates the completion of the world's greatest physical accomplishment.

—The great constructive forces, that are working shoulder to shoulder in the building of these United States into the world's greatest power for Peace, Harmony and Industry, are typified in the courage and energy that has been displayed in the carrying out of these two great California enterprises.

—1915 is to see America leading the world in the up-building of the world. President Wilson in his annual message to Congress says:

"We have to develop our life and resources to supply our own people and the people of the world from the abundant plenty of our fields and the marts of trade, to enrich the commerce of our states and of the world, the products of our mines, farms and factories, the creation of our thoughts and the fruits of our character."

—With typical American energy and true Californian spirit, Los Angeles, the gateway of California's two great expositions, has put her house in order and made all preparations to welcome the world to California in 1915.

We Wish You a Very Happy and Prosperous New Year.

Store Closed All Day

—The Broadway Department Store, that it might fulfill the mission of the great store that its founder intended it to be, has spared no efforts to bring to a successful completion the wonderful new building—the last unit of which is now well under way.

—On this first day of the New Year the store is more than a third larger than it was a year ago and it is our plan to have the completed building ready, with its 10¾ acres of floor space, some time in April or May, so that when the very flood-tide of visitors will be in our midst we will be splendidly equipped to extend an increasingly efficient store service.

—Expanding steadily, surely, meeting the needs of our patrons with straightforward business principles—the Broadway has grown nearer its ideal of true store service on this, the first day of 1915.

ARTHUR LETTS
Broadway Department Store
BROADWAY, FOURTH AND HILL.

Business: Money, Stocks, Bonds — Trade — The Citrus Marke

FINANCIAL.

OFFICE OF THE TIMES,
Los Angeles, Jan. 1, 1915.

Bank clearings yesterday were $2,074,060.89, a decrease of $461,346.06, compared with the same day last year, and a decrease of $1,816,815.11, compared with the same day in 1912.

	1914.	1913.	1912.
Monday	$2,924,102.33	$3,718,483.74	$3,505,052.93
Tuesday	3,516,050.99	3,290,551.49	3,042,954.28
Wednesday	3,526,017.07	3,411,380.76	3,059,721.66
Thursday	2,074,060.89	3,135,906.91	4,490,876.00
Bank clearings last month aggregated $84,490,568.			
Bank clearings last year aggregated $1,145,107,110.			

New York Money Market.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Mercantile paper, 4@4½. Sterling exchange easy; sixty day bills, 4.82; for cables, 4.86 15-100; for demand, 4.85¾. Bar silver, 48¾. Mexican dollars, 37¼. Government bonds firm; railroad bonds irregular. Time loans easy; sixty and ninety days, 3½@4; six months, 3¾@4. Call money steady; high, 3; low, 2½; ruling rate, 3; last loan, 3; closing bid, 2½; offered at 3.

New York Metal Market.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Tin quiet, 32.50@33.50. Copper dull; electrolytic, 12.75@13.25; casting, 12.75@13.12½. Iron, quiet and unchanged. Lead, quiet, 3.75@3.85. Spelter, quiet, 5.55@5.60.

London Money Market.

[BY ATLANTIC CABLE AND A. P.]

LONDON, Dec. 31.—Bar silver, 22 11-16d per ounce. Money 1 per cent. Discount rates—short bills, 2½ per cent.; three months, 2¾.

Financial.

ACTIVITY IN STOCKS.

UNDERTONE IS FAIRLY FIRM BUT TRADING SLOW.

General Conditions Force Shorts to Cover Which Stops the Selling Pressure—Because of the War this Year's Business is the Smallest for the Last Thirty-six Years.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—With the close of today's stagnant market ended the dullest year on the Stock Exchange since 1878. Total sales of stocks for that period approximated 48,000,000 shares as compared with a little over 83,000,000 last year. Bond transactions aggregated about $462,000,000 against a total of about $503,000,000 in 1913.

Today's session was slightly more active than that of yesterday. The movement was almost featureless, however, apart from its fairly firm undertone in leading stocks and recurrent weakness in the Gould group, Missouri Pacific falling to the lowest price in its history with sympathetic weakness in allied issues.

The short interest in the market was induced to cover more of its outstanding commitment and selling pressure relaxed, except in the isolated instances already mentioned.

Money was in greater supply than is usual at the year's end. Loans on collateral composed entirely of industrials were made at 4 per cent. for four to six months, and where the security was of higher grade this rate was shaded. Call money was far in excess of all requirements.

Foreign news reflected increased confidence, London marking active preparations for resumption of market trading and Paris showing improvement in its banking position.

The bond market was irregular, because of the weakness in low priced issues. Total sales par value were $1,111,000.

United States government registered 4s gained ¾ per cent. on call.

NEW YORK STOCKS.

(Furnished by Logan & Bryan, Members New York and Boston Stock Exchanges, Bradbury Bldg., Los Angeles.)

NEW YORK, Dec. 31.—Following were the closing prices, sales and high and low quotations today:

Sales.		High.	Low.	Bid.	Asked.
9,200	Alaska	27¾	26¾	26¾	27
	Atlantic C. L.			87	90
	Allis Chalmers			8½	9
	Am. Agricul.			54	57
3,700	Amalg. Copper	52	51¼	51¾	52
	Am. Agr. Chem.				48
	Am. Beet Sugar			60½	61
	Am. Car & Fdy.			48¾	49
	Am. C. & F. pfd.			111½	115½
500	Am. Can	25¾	25¼	25¾	26
500	Am. Can Co. pfd.	90½	90	90	90½
1,400	Am. Beet Sugar	38¾	37¾	38¾	39
	Am. B. Sugar pfd.			79	82
	Am. Cotton Oil			38½	40
	Am. Cot. Oil pfd.			91	97½
	Am. Hide & Securities			20¼	21
	Am. Hide & L. pfd.			4½	4¾
	Am. H. & L. pfd.			18½	19¾
	Am. Linseed			7¾	8
	Am. Linseed pfd.			28	29¼
	Am. Locomotive			28	29¼
	Am. Locomo. pfd.			90	93¼
	Am. Steel Fdy.			36	37¾
	Am. S. & R. Co.			36	37¾
	Am. S. & R. pfd.			92	96
400	Am. Sugar	106	106	102½	104
	Am. Sugar pfd.			112½	114¼
	Am. Smelting				87
100	*Am. Tel. & Tel.	115¼	115¼	115¾	117
	Am. Tob. Co.			227	230
	Am. Tob. pfd.			100½	103
	Am. Woolen			15	18
100	Am. Woolen pfd.	77½	77½	77	80
100	Anaconda	25¾	25¾	25¾	26
100	A. T. & S. F.	93	93	93¾	94¼
4,200	A. T. & S. F. pfd.	96½	96	96¾	97
1,100	Balt. & Ohio	69¾	68¾	69	69¾
	B. & O. pfd.				70
4,200	Bethlehem Steel	44¾	43¾	44¼	45
200	Brit. Steel pfd.	91¾	90¾	90¾	92
200	Brooklyn R. T.	85	84¾	84½	86
100	Cal. Petrol.	16¼	16¼	15½	16¼
	Cal. Petrol. pfd.				51¾
200	Canadian Pacific	154	154	154½	156
400	Chino	32¾	32¾	33¼	33¾
	C. & O.			40¾	41
5,400	Central Leather	38¼	37¼	37	37¾
100	Central L. pfd.	100¾	100¾	100	100¾
	Chicago & Alton				9½
100	C. & G. W.	10¼	10¼	10½	10¾
	C. & G. W. pfd.			27¾	27¾
	C. & N. W.				125
400	C. M. & St. P.	87½	86¾	86½	87¼
	Do. pfd.				126
	Colo. Fuel & Iron			20¾	23
	Colo. Southern			23	25
	Colo. So. 1st pfd.			42	50
	Colo. So. 2nd pfd.			32	38
200	Consolidated Gas	114¼	114	113	114
	Corn Products			8	8¼
	Do. pfd.			62	65½
	Del. & Hudson			140½	142
	D. L. & W.			390	400
	D. & R. G.			4½	5¼
	D. & R. G. pfd.			7	8¾
100	Distilling Sec.	11¾	11¾	11½	11¾
	D. S. S. & A.				5
	D. S. S. & A. pfd.			6	7
2,000	Erie	21¾	21¼	21¼	21½
200	Erie 1st pfd.	33¾	33¾	33¼	34¼
	Erie 2nd pfd.			26	30
	Gen. Electric			139	140
200	Gen. Motors com.	82	80¾	80	82
	Gen. Motors pfd.			85	90½
400	Goodrich Rubber	24¾	24¼	24	25
	Do. pfd.			92	96
1,400	Gt. Northern pfd.	113¾	112¾	112¼	113
100	Gt. No. Ore Ctfs.	26	26	26	27
	Guggenheim Exp.			39¾	40
	Illinois Central			106¾	107
	Inspiration Copper			16¾	16¾
	Int'l Harv. Co.			88	90
	Int'l Harv. pfd.				116¾
	Int'l Paper			19¼	20
	Int'l Paper pfd.			32	33
	Int'l Pump				3
	Inter-Met. Marine.			4¾	5
	Inter-Met. pfd.			50¾	51
500	Inter-Met.	11¾	11¾	11¾	11¾
	Inter-Met. pfd.			50¾	51
	Iowa Central			4	8
	Iowa Central pfd.				13
	K. C. Southern				20
	K. C. So. pfd.			21	25
	L. & N.			112	113
	Lehigh Gas com.			86	90
200	Lehigh Valley	130	130	129¾	130½
	Liggett & Meyers			204	215
	Lorillard Tob. Co.			159	170
	Do. pfd.				119
	Loose Wiles Bis.				27¼
	Loose Wiles 1st pfd.				100
100	Miami Copper Co.	17¼	17½	17	17¼
	Mex. Central Ctfs.				4½
100	Mex. Petrol. Co.	53	53	53¼	54
	Mex. Petrol. pfd.			69	76
	Mackay			70	73
	Mackay pfd.			67	68
	M. S. P. & S.S.M.			105	108
	M. K. & Texas.			8½	8¾
4,500	Missouri Pacific	9¾	9¼	9¼	9¾
	National Lead			43¾	44
	Nat'l Lead pfd.			104	107
	Nat'l Biscuit			118¼	121½
	Nat'l Biscuit pfd.				127
	Nat'l Enamel			9¼	10½
	Nat'l Enamel pfd.			78	87
500	Nevada Con.	11¾	11½	11¾	12
	N. Y. Air Brake			55	60
100	N. Y. Central	84¾	84¾	84	84½
1,200	N. Y. N. H. & H.	25	24¾	24¾	25
200	N. Y. Out. & W.	21¾	21	21¾	22½
100	Norfolk & W.	99	99	99	100
	Northern Pacific			104¾	105
	North American			68	70
1,200	Northern Pacific	99¾	99¼	99½	100
	Pacific Mail			20¾	21
	Pac. Tel. & Tel.			22	26
	Pac. T. & T. pfd.				80¾
100	Penn. R. R. Co.	104¾	104¼	104¼	104¾
	People's Gas			116¾	117
100	Pitts. Coal	15¾	15¼	15¾	16¼
	Pressed Steel Car			24	24¾
	P. Steel Car pfd.				101
	P. C. C. & St. L.			95	105
800	Pullman	151	150½	151	152
700	Ray Cons.	15¾	15¼	15¼	15¾
100	Ray Hercules	23½	23½	23	24
5,300	Reading	143¾	142¾	143	143¼
	Reading 1st pfd.				80
	Reading 2nd pfd.			79	83
	Republic I. & S.			18½	19
	R. I. & S. pfd.				75
	Rock Island			3	3¼
	Rock Island pfd.			14	19
200	Rumley com.	4¾	4¾	4	4¾
	Rumley pfd.				19
	Sears-Roebuck Co.			182	188
100	Do. pfd.	121¼	121¼	121	121½
	Sloss S. & S. I.			23	24½
	St. L. & S. F. com.			2	2¾
	Do. 1st pfd.			8	9
100	Do. 2nd pfd.	3	3	2¾	3¼
	St. L. & S. W.				17
	Do. pfd.				34
1,800	Southern Pacific	82¾	81¾	81¾	82¼
	Southern Railway				24
	Southern Ry. pfd.				83
500	Studebaker com	35¾	35½	34¼	34¾
200	Studebaker pfd.	91	91	90	100
400	Third Ave. Ry.	36¼	35¾	35¾	36¼
900	Tenn. Copper	32¾	32¼	32¼	32¾
	Texas Oil			130	134½
200	Texas Pacific	11¾	11¼	11¼	12
	T. St. L. & W.				8½
	Do. pfd.				19
	Twin City R. T.			96¾	97
	U. B. & P. Co.				4¾
	U. B. & P. pfd.			29	31
4,400	Union Pacific	116¾	116	116	116¾
100	U. P. pfd.	79¼	79¼	78¾	79
1,000	Utah Copper	49¾	49¾	49	49¾
100	U. S. Ind. Alcohol	8	8	7¾	8
100	Do. pfd.	23	23	23	23½
	U. S. Iron Prop.			8	9
100	U. S. Rubber	51¾	51¼	52	53
100	U. S. R. 1st pfd.	102	102	101	102
1,400	U. S. Steel	49¾	49¼	49¼	49¾
300	U. S. Steel pfd.	104¾	104¼	104¾	105½
	Va. Car. Chem.				15
	Va. Car. C. pfd.				80
	Wabash				2
	Wabash pfd.				15
	Wells Fargo Ex.			76	82
200	Western Union	57¾	57	56¾	57¾
500	Westinghouse	68	68	67¾	68¾
2,400	Willys-Ov. Md. com.	12¾	10¾	10¾	10¾
	W. & L. E.				2
	Do. 1st pfd.				8
	Do. 2nd pfd.				12
	Wisconsin Central				20
400	Woolworth com	90¾	90½	90½	91¾
	Woolworth pfd.			113½	115
	U. P. Warrants	28	27½	27¾	28

*Ex-dividend.
Total sales—74,400 shares.
Money opened at 2¾ per cent.; highest, 3¼ per cent.; lowest, 2¾ per cent.; last loan, 3¼ per cent.; closed, 3¼ per cent.; ruling rate, 3 per cent.

New York Curb Stocks.

[Furnished by E. F. Hutton & Co., Members New York Stock Exchange, 118 West Fourth street, Los Angeles.]

NEW YORK, Dec. 31.—Closing quotations:

	Bid.	Ask.
Beaver	15	20
Belmont	4¾	4¾
Braden Con.	6¾	6¾
Braden 6s	115	125
British Col.	¼	1
Bonanza	2	3
Can. Cop.	1	2
Davis Daly	¾	⅞
El Paso	1¼	2
First Nat.	1	2
Fraction	11	11
Florence	62	65
Giroux	¼	½
Gold Coin	1 7-16	1 9-16
Greene Can.	24	27
Hallinger	20¼	21¼
Iron Blossom	1 1-16	1 5-16
I. C. Rub.	5	7
J. Butler	70	75
Kerr Lake	2¾	2 9-16
Keystone	1¾	2
La Rose	2	2½
L. V. Coal	140	170
Mass. Sho.	1	1½
Do. pfd.	85	100
Max. Tran.	⅝	¾
Marconi	2¼	2¾
Mason Val.	⅝	¾
McK. Dar.	54	60
Mines of A.	2¼	2¾
Mont. Ton.	58	60
Nev. Ex.	2¾	3¼
Nev. Hills.	30	35
Nipissing	⅞	1
N. Star	15	17
Ohio Cop.	4	15
Ohio Sil.		
Do. pfd.	85	90
Tech. Prod.		
Do. pfd.	80	82
Tonopah	7¼	7¾
Tono. Ex.	2¾	3
Tono. Mer.	35	37
U. S. Light.	1	1¼
U. S. Sm. Sr.	32	34
W. End	55	58
Westlander	1	1¼
Wilfley O.	80	85
Do. pfd.	90	95
Yukon	2¾	3¼
Utah Sec.	14	15¾
Do. Notes	76	78½

New York General Market.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Wheat, spot, firm. Hops, quiet. Hides, firm. Wool, steady.

Boston Stock Market.

[Furnished by Logan & Bryan, Members New York and Boston Stock Exchanges, Bradbury building, Los Angeles.]

BOSTON, Dec. 31.—Coppers rallied slightly today on the Boston market, but there was no increase in activity. Closing quotations:

	Bid.	Ask.
Adventure	1¼	1¾
Ahmeek	250	
Alaska	26¾	27
Allouez	55½	56
Algoma		90
Am. Pneu.	2¼	2¾
Do. pfd.	17½	18
Am. Zinc.	17	17¼
Arcadian	6	6¼
Ariz. Com.	3½	4
B. S. Gas.	12	14
Baltic	1¾	1¾
Bos. & E.	20	22
Bingale	1¼	1¾
Bohemia	1¼	1¾
Butte & L.	20	22
Butte & S.	26½	26¾
Cactus		4
Calaveras	93	94
Cal. & A.	55	60
Cal. & H.	850	
Centennial	14½	15¼
Chino	33¾	34
Cons. Ariz.	40	50
Copper R.	41½	42
Daly West	2	2¼
Davis Daly	65	67
E. Butte	⅝	¾
First Nat.	1½	1¾
Copper M.	1¾	1¾
Franklin	4¾	5
Giroux		½
Granby	60	65
Hancock	13¾	13¾
Helvetia	25	30
Houghton	1½	2
Ia. Cr'ek	44	
Do. pfd.	85½	
Indiana	3	4
Inspiration	16¾	16¾
Isle Royale	17	18
Kerr Lake	4 7-16	4¾
Keweenah	2	2 1-16
Lake Cop.	5¾	6
La Salle	3	3½
Mason Val.	1¾	1½

New York Oil Stocks.

[Furnished by E. F. Hutton & Co., Members New York Stock Exchange, 118 West Fourth street, Los Angeles.]

NEW YORK, Dec. 31.—Closing quotations:

	Bid.	Ask.
*Anglo-Amer	15½	15¾
Atlantic	570	585
Borne S.	250	270
Buckeye	111	114
Chrough	650	680
Colonial	100	110
Continental	220	225
Crescent	40	42
Cumb'land	50	53
Eureka	270	275
Galena	136	170
Do. pfd.	187	143
Ind. Pipe	90	94
Nat. Tran.	36	38
N. Tran.	218	225
N. Pipe	90	94
*Ohio Oil	1734	145
Prairie	462	470

*Ex-dividend.

Salt Lake Stock Exchange.

[Furnished by E. F. Hutton & Co., Members New York Stock Exchange, 118 West Fourth street, Los Angeles.]

SALT LAKE, Dec. 31.—Closing bid and asked quotations:

	Bid.	Ask.
Beck Tun.	5	6
Black Jack	9	10
Bolonchu	10	11½
Daly Judge	410	600
Grand Cent.	60	70
Iron Blos.	110	112½
Lehi Bell.	10	16
Lower Mam.	15	17
May Day	15½	17
Nev. Hills	33	35
Ohio Cop.	11	13
Prince Con.	25	26½
S. K. Coal	242½	252½
Sioux Con.	2¾	4
Tint. Con.	⅛	¼
Uncle Sam	6	8
Utah Con.	⅝	¾
Vic.	25	30½
Yankee Con	9	10
Cal. Con.	3	4
Q. Chain	9¾	11
S. K. Con.	180	182½
Quincy	4	10

Government Bonds.

[Furnished by Logan & Bryan, Members New York and Boston Stock Exchanges, Bradbury Bldg., Los Angeles.]

NEW YORK, Dec. 31.—Closing quotations:

	Bid.	Asked.
U. S. Government 2s registered	97	
U. S. Government 2s coupon	97	
U. S. Government 3s registered	100¾	
U. S. Government 3s coupon	100¾	
U. S. Government 4s registered	109¾	
U. S. Government 4s coupon	109¾	
Panama 2s registered	99½	
Panama 3s registered	99½	
Panama 3s registered	99½	
Panama 3s coupon	99½	

METAL MARKET.

FOREIGN AND DOMESTIC.

[Furnished by E. F. Hutton & Co., Members New York Stock Exchange, 118 West Fourth street, Los Angeles.]

LONDON, Dec. 31.—Copper opened steady with spot at £56 12s 6d, and futures £57 both unchanged. Tin opened weak with spot at £146 5s, off £1 10s, and futures at £142, off £1 15s. Lead was easy at £19, off 2s 6d, and spelter was firm at £27 5s, up 5s.

Dow-Jones & Company said: "Sales of copper in December were estimated at 90,000,000 to 100,000,000 pounds by one of the largest producers, or from 100,000,000 to 110,000,000 pounds in excess of refinery production. There has been further lowering of copper prices by certain of the important agencies. Electrolytic is being offered freely at 13 cents a pound by dealers who two weeks ago were asking 13¾ cents. Second hand dealers are quoting 12¾ to 12⅞. The demand has dwindled to small proportions. One of the main obstacles to a rising copper market is the large amount of metal held up at European ports, which was destined for neutral countries. It is estimated that close to 45,000,000 pounds American copper, of which no disposition has as yet been made, has been seized by British ships."

SPOT COTTON.

NEW ORLEANS QUOTATIONS.

[BY DIRECT WIRE—EXCLUSIVE DISPATCH.]

NEW ORLEANS, Dec. 31.—New Orleans spot cotton market today: Good ordinary, 7¾; low middling, 8¼; middling, 7.45; good middling, 8¼. Sales spots, 1415 bales; to arrive, 1330. Tone of market steady.

New York Cotton.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Spot cotton quiet; middling uplands, 7.80. Sales, 2900 bales.

Following is range of quotations:

Option—	Open.	High.	Low.	Bid.	Ask.
January	7.87	7.85	7.78	7.80	7.81
March	7.94	8.01	7.93	7.98	7.99
May	8.13	8.20	8.13	8.15	8.16
October	8.38	8.43	8.36	8.39	8.40

Spots were unchanged at 7.80.

New York Dairy Market.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Butter—Barely steady and unchanged; receipts, 6023 tubs. Cheese—Steady; receipts, 2584 boxes; state whole milk, fresh average fancy, 14½@14¾. Eggs—Steady; receipts, 6036 cases; state, Pennsylvania and nearby gathered browns and mixed colors, 36@41.

New York Cotton Market.

[Furnished by E. F. Hutton & Co., Members New York Stock Exchange, 118 West Fourth street, Los Angeles.]

NEW YORK, Dec. 31.—The cotton market has shown remarkable strength this week in the face of heavy receipts and bearish political news. Everyone familiar with the eastern belt believes that without the liberal use of fertilizer a poor yield is certain, so even though the farmer could cultivate a full cargo, the lack of fertilizer would insure a short crop.

New York Sugar Market.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Raw sugar, firm; molasses, 3.36; centrifugal, 4.01. Refined steady.

California Dried Fruit.

[BY A. P. NIGHT WIRE.]

NEW YORK, Dec. 31.—Evaporated apples quiet. Prunes, firm. Apricots and peaches, steady. Raisins, firm but quiet.

SAN FRANCISCO MARKET.

FRUIT, GRAIN AND PRODUCE.

[BY A. P. NIGHT WIRE.]

SAN FRANCISCO, Dec. 31.—Flour, family extras, 6.80@7.00. Wheat—Shipping, 2.12½@2.15. Barley—Feed, 1.27½@1.32½; shipping and brewing, 1.32½@1.37½. Receipts—Flour, 4020 quarters; barley, 122,205 centals; beans, 2077 sacks; potatoes, 8325 sacks; hay, 170 tons; hides, 125 in number; wine, 27,600 gallons. Fruit—Apples, California, Winesaps, 60@75; Newtown pippins, 65@90. Oregon Spitzenbergs, 1.00@1.65. Potatoes—Delta, Burbanks, 1.00@1.10. Vegetables—Bell peppers, 3@5, do., chile, 1½@2½; Los Angeles tomatoes, 30@85; string beans, 9@12½; limas, 7@9; egg plant, 4@7.

San Francisco Dairy Market.

[BY A. P. NIGHT WIRE.]

SAN FRANCISCO, Dec. 31.—Butter, seconds, 28. Eggs—Fancy ranch, 41; pullets, 35½. Cheese—New, 10@12½; young Americas, 12½@13.

LOS ANGELES STOCK EXCHANGE.

Dull Market Continues—Security Savings Stock Changes Hands. Three-day Recess.

The closing day of the year brought no very essential change in the monotony which has characterized the stock exchange for the past two weeks. The only trades of particular importance were consummated off board. These were the reported sale of twelve shares of Security Trust and Savings at $365 and $4000 Associated Oil 5s at 96½. The latter were firmer, with the closing bid at 96¾. Los Angeles Investment was traded in on the exchange at 53 and 54 cents. It closed with the same bid and asked prices as on the previous day. National Pacific was softer during the trading. Maricopa Northern was easier. The bank stock list and the mining issues were quiet. Producers' Transportation showed no particular change. The exchange will be closed until Monday.

LOCAL CLOSING.
STOCK QUOTATIONS.

[As posted at the Los Angeles Stock Exchange, I. W. Hellman building.]

OIL LIST.

	Bid.	Asked.
Amalgamated Oil	$ 74.00	$ 76.00
Associated Oil	97.07½	99.00
Brookshire	.10	.25
Cal. Midway		.02½
Central	.12½	.05
Enos Oil Co.	.01	.05
Globe		.08
Maricopa Northern	.02	.06½
Midway Northern	.15½	.16
National Pacific Oil Co.	.04¾	.30
New Penn. Pet. Co.		.35
Olinda	.27	.35
Rice Ranch		1.15
Union	51.00	52.25
Union Provident Co.		51.00
United Petroleum	49.87½	50.62½
United Oil Co.		.81½

BANK LIST.

	Bid.	Asked.
Cal. Savings Bank	$140.00	$160.00
Citizens' National	220.00	
Farmers' & Merchants' Nat.	320.00	
First National	605.00	625.00
German-American Tr. & Sav.	330.00	
Home Sav. Bank of L. A.	135.00	150.00
Merchants' National	250.00	
Security Trust & Sav. Bank	360.00	
U. S. National Bank	155.00	

INDUSTRIAL LIST.

	Bid.	Asked.
Cal. Hospital	$ 55.00	$ 60.00
Consolidated Realty Co.	75.00	85.00
Emergency Hospital	33.00	
Home Telephone pfd.	25.00	26.00
Home Telephone com.	6.50	9.50
L. A. Investment Co.	.53	.54½
Pacific Light Corporation Co.	60.00	62.00
So. Cal. Edison pfd.	88.00	92.00
Sun Drug Co.	....	1.00
U. S. L. D. T. & T. Co. pfd.	....	15.00

BOND LIST.
(With Accrued Interest.)

	Bid.	Asked.
Associated Oil Co. 5s	96¾	97
Corona Water Co. 6s	97	
Corona Power & W. Co. 6s	96	
Cucamonga Water Co. 6s	96	
Edison Elec. Co., 1st issue, 5s	94½	
Edison Elec. Co., old issue, 5s	94½	
Home Telephone Co. 5s	97	
Home Tel. & Tel. Co. 5s	97	
L. A. Gas & Elec. 5s	97	100
L. A. Railway 5s	85	
Mission Trans. 5s	85¾	
Mt. Lowe Ry. 4s	75	
Pac. Elec. Ry. 5s	97	
Pac. L. & P. Co. 5s	97	
Pac. L. & P. Gtd. 5s	97	
Pacific Light & Power Co. 5s	97½	98
Prod. Trans. 5s	85	
Riverside Home T. & T. 5s	....	
Riverside Water Co. 5s	99¼	
Union Oil Co. 5s	83	84
Union Transportation Co. 5s	65	65½
U. S. L. D. T. & T. 5s	54	60

MINING LIST.

	Bid.	Asked.
Cal. Hills	.01	
Cons. Mines	.02½	

UNLISTED MINING ISSUES.

	Bid.	Asked.
Atlanta	.45¼	$ .50
Butte Creek	.10	.11
Blue Bell	.06	.08
Blue Bell	.05	
Bonanza Cons		.15
Big Blue		.05
Conqueror	.03	
Crackerjack	.02	.02½
Frances-Mohawk	.03	
Home Verde	.15	.16
Lone Star	.13	
*Pick & Drill	2.00	3.50
Tonopah Belmont		.41
Yellow Tiger	.06¼	

*Per 1000 shares.

SALES.

Morning Session: 2000 Maricopa Nortl.ern at 3c; 12 Security Trust and Savings (off board) at $365; 4 Associated 5s (off board) at 96½; 2000 Maricopa Northern (off board) at 3½.

Afternoon Session: 4000 United Pacific at 4¾; 2000 do., cash, at 4¾; 1000 Los Angeles Investment at 53c; 300 do., at 54c; 1000 Maricopa Northern (off board) at 3c.

COMMERCIAL.

No market today and very fair trading tomorrow is the outlined programme of events as scheduled among the commission men. There was no feature in the trading yesterday morning, prices in fruits being steady and this being also true of most staples.

Offerings of storage eggs have been growing lighter because of the fact that there are less than five cars left in storage here according to the report of one of the principal dealers. The demand for them has been very heavy. Some Chinese eggs were reported in and are selling at about 18 cents. Receipts of fresh stock were 181 cases. The local market remained unchanged while that in the north went up to 42 cents.

Butter arrivals were 3096 pounds. There was so little interest in the market that the price dropped another cent, making the new quotation 28 cents on creamery extras. This is the record low price at this time of the year for several years back. Fresh forage is the reason given for the increasing milk production. Cheese continues weak on northern fresh stock. Receipts were 1260 pounds.

A slight increase in receipts of Idaho stock has been apparent during the past few days. This has held the market from advancing, if not bringing about a decline. Receipts were 2722 sacks yesterday. Onion arrivals were 328 sacks and bean receipts 539 sacks. Sweet potato arrivals were 275 sacks.

Apples are still coming in regularly and 1871 boxes were reported in. Grapes are moving well and Malagas have been dropped at $1.25 a box while red Emperors are selling at $1.35. Tangerines have gone up and grapefruit down on the citrus list.

LOCAL PRODUCE MARKET.

Prices Current.

Following are jobbing quotations unless otherwise specified:

EGGS—Fresh ranch, case count, 40; candled, 44; Petaluma-Santa Rosa, extras, 43; northern, case count, 42.

BUTTER—Creamery extras, 28 per lb.; firsts, 26; country, 22; ladles, 21. The jobbing price is from 3 to 4 cents higher than above quotations.

CHEESE—California fresh, 15@15½; eastern daisies, 18½; eastern twins, 17½; longhorns, 18¼@19; Oregon triplets, 17@17½; Imported Swiss, 36@38; domestic Swiss block, 20@21; Limburger, 19@21; Edam, 8.00@8.50; Sierra, 1.10@1.20; Canada cream, 95@1.00; Roquefort, 38; German breakfast, 90; cream brick, 19@20.

CITRUS FRUITS—Navels, 1.75@2.00; lemons, packed, 2.25@2.50; loose, 1.75@2.00; juice, 1.25; grapefruit, seedless, 2.10@2.25; tangerines, 1.75@2.00 per box; limes, 75@1.00.

FRESH FRUIT—Apples, Bellefleurs, 75@1.00; Jonathans, Oregon, 1.60@1.75; Washington, 1.60@1.75; Spitzenbergs, 1.85@1.75; Roman Beauties, 1.25@1.35; Permains, 75@90; bananas, 3½@4; pineapples, 5@6; casabas, 1.25 per dozen; figs, 1.50@1.75 per two-layer box; grapes, per lug box; Red Emperors, 1.35@1.50; Malagas, 1.25@1.50 per crate; Winter Nellis, 1.50 per lug, 2.25 per packed box; quinces, 75@85 per lug; persimmons, 5@8 per lb.; pomegranates, 1.50@1.75 per box.

BERRIES

Market

CITRUS QUOTATIONS

SIVE DISPATCH.]

d to date this ason	966	464	1
d to same date t season	973	237	1
d to same date e years ago...	2,132	512	2

TULARE COUNTY.

	Oranges,	Lemons.
mber 29, ...	70	0
d to date this ason	4,449	82
d to same date t season	3,744	16

BUTTE COUNTY.

	Oranges,	Lemons.
mber 29, ...	3	0
d to date this ason	445	0
d to same date t season	353	0

TOCKS AND BONDS IN SAN FRANCISCO

Y DIRECT WIRE—EXCLUSIVE DISPATCH. N FRANCISCO BUREAU OF THE TIMES. Stocks and bonds. Sales for

Bonds—			
Cal. Gas & Electric Unifying 5s.....			
Los Angeles Gas & Electric 5s.....			
United R. R. of S. F. 4s.....			
Stocks—			
Pacific Light Corp. 1st.....			
Pacific Light Corp. com.....			
Alaska Packers' Association			
CLOSING QUOTATIONS.			
			Bid.
Pacific Light 5s coupon			100
Pacific Light gen. 5s			4.50
United Oil 5s			94½
Pacific Gas & Electric 5s.....			96
Electric Gas & Electric 5s.....			96
Electric Inv. Al 5s.....			91½
Los & Electric Unifying 5s.....			91½
Los & Electric Unifying 5s.....			91½
Los & Pacific Lt. & P. 5s.....			91½
Los Gas & Electric 5s.....			91½
Los Gas & Electric Gen. 5s.....			94½
Los Gas & Electric Ref. 5s.....			94½
Los Pacific Lt. & P. 5s.....			94½
Los Pacific Lt. & P. 5s.....			94½
Los Pacific Lt. & P

Public Service: City Hall, Courts.

At the City Hall.

PASS THE BUCK TO MR. MOHLER.

WHAT'S TO BE DONE WITH LINE ON SOUTH PARK AVENUE?

Council Committee Hears Recitation of Ancient History Anent Road and Recall Movements, and Hastens to Shift Subject to Board of Public Utilities.

What to do with the situation on South Park avenue, from Jefferson street to Slauson avenue, is a problem that is causing members of the City Council worriment. There was a fine exemplification of "passing the buck" yesterday when the subject was before the Public Utilities Committee.

Improvement associations in the southern part of the city have been filing protests against the condition of that portion of the avenue that is occupied by the tracks of the Los Angeles Railway Corporation. They want the street put into permanent good condition.

The Supreme Court has held that the railway franchise on South Park avenue, from Twenty-fifth street to Slauson avenue, was forfeited, because that portion of the line was not constructed within the time limit placed in the franchise.

Several years ago, when there was an agitation to use this street as the route for a municipal railway to the harbor, Councilmen proposed to tear up the tracks. That raised a merry row among patrons of the road. They held open-air meetings along the route, threatened recalls and other dire things, and demanded that the railway service be continued.

To this the subdued Councilmen acquiesced, and since that time the railway corporation has been operating over the street without a franchise, and without paying the city anything for the privileges enjoyed.

If the city orders the corporation to lower its tracks and pave that portion of the street it occupies, this will be an acknowledgement of its rights on the street. If it orders the corporation to vacate, it is feared the corporation will take it at its word and do so. A franchise might be offered for sale, but the corporation could not be forced to bid on it, and probably would not unless it could secure a tenure for a series of years. This the Council does not want to grant, as it has not yet decided its policy on handling the franchises that will begin to expire during the ensuing year.

The history of the recall movements and indignation of citizens when it was proposed to tear out the South Park-avenue tracks was recited to the Public Utilities Committee yesterday. It fell all over itself in its haste to recommend that the subject be referred to the Public Utilities Commission, "for investigation and report." It was a fine example of "passing the buck."

Police Commissioner Resigns.

The expected has happened. Vincent Morgan, member of the Police Commission, yesterday sent to Mayor Rose his formal resignation as a member of this board. Several weeks ago he informed the Mayor of his intention to resign, because of the amount of time required by the work of the commission and the need of his attention to his personal business. The Mayor's appointee to fill the vacancy probably will be sent to the Council next week.

Whiffen at San Diego.

Mayor Rose is still confined to his home with an attack of rheumatic gout, and was unable to attend the opening of the San Diego Exposition, although he had counted largely on this event. Acting Mayor Whiffen will represent the city of Los Angeles at this function, having gone by automobile to San Diego yesterday.

French's Confirmation.

As prognosticated in The Times yesterday, the Council postponed action on the confirmation of Leon French as City Prosecutor. The subject will be before the Council tomorrow morning, and Mr. French will probably be confirmed by the unanimous vote of the Council.

This delay was upon the advice of the City Attorney, who held that the actual vacation of the office by George McKeeby would not occur until the close of 1914, and in order to remove all question of technicalities the Council should await the full expiration of that time.

PLAIN BUSINESS.
MUNICIPAL ROCK PILE.

Los Angeles is to have a municipal rock pile. It will not be exactly the crude affair that other municipalities have used, but will make the refined product, for the use of the street-resurfacing bureau. City officials believe that the spread of this word throughout "hobodum" will bring good results in that many an intending visitor of the hobo and yeggman variety will pass when he hears the word.

The Board of Public Works yesterday approved the recommendation of Assistant City Engineer Hansen that the city immediately purchase another rock crusher and mixer plant, an elevator and motors for the same, and some light track and dump cars, at a total cost of probably $2000. Most of the material needed will be secured from aqueduct salvage. The necessary bins and plant can be constructed by the department forces.

It is proposed to put this plant into operation at the East Side Police Station, and to operate it with the labor of prisoners. The present plant cannot furnish sufficient material for the street resurfacing work, and the new plant will serve a double purpose—that of giving the additional material needed and of employing prisoners.

Difference of Opinion.

According to members of the Independent Petroleum Marketers' Association, a change proposed by Oil Inspector Blackmar yesterday to the ordinance proposed by this organization for the fixing of the standard for gasoline and other petroleum products will render worthless property valued at millions of dollars. The change proposed by Mr. Blackmar is in connection with the test for purity of gasoline. The oil men declare that the test proposed is unfair for "casing-head" gasoline, and that it would be excluded under such a test. Mr. Blackmar admitted this, unless it was diluted with engine distillate. The Council referred the subject to its Public Safety Committee, before which the oil men will make their protest against the Blackmar proposition.

SOME COURT CHANGES.

Judge Reeve Succeeds Judge Morrison; Judge Hewitt to Replace Legerton in a Week.

Judge Morrison, who retired from the bench yesterday and is succeeded by Judge Reeve, will take a vacation before entering upon law practice. He is a director of the United Oil Company, and has been appointed counsel for the California Southern Railroad, which is projecting a line between Blythe Junction and Blythe in the Palo Verde Valley.

Judge Reeve will occupy the bench in Department Seven and has selected W. R. Williams for his clerk. Judge Shenk, who has been occupying Department Seven, will move into Department Six, which Judge Morrison vacates, owing to the more commodious chambers.

Judge Legerton, who served the unexpired term of Judge Hewitt, will sit as judge pro tem for a week in unfinished cases. Judge Hewitt will take his own bench in Department Nine. E. E. Ekdale, clerk for Judge Morrison, will go to Judge Wellborn's court in that capacity.

At the Courthouse.

INFANT CAUSES FAMILY SPLIT.

AND HE IS INNOCENT LITTLE FELLOW, TOO.

His Father Loses Temper Over Him and Seriously Injures His Mother—Husband's Treatment of Wife is Like a Family Quarrel in the Cave Age.

Baby Donald Prescott was the innocent cause of his father, B. C. Prescott, losing his temper and inflicting serious injuries upon his wife, which incidentally led to Mrs. Prescott filing suit for divorce and winning a decree in Judge Morrison's court yesterday.

Her testimony smacks of the acts of a cave man. She said that Donald was playing at the table. Mr. Prescott became profane and she picked up Donald and held him on her lap. This added further irritation, and the baby suffered. He received a dish of hot peas in his face. Mrs. Prescott fled into an adjoining apartment and handed baby over to a neighbor woman.

Mr. Prescott grabbed her around the waist and jiu-jitsued her over the stove. Three of her ribs were fractured. He then dragged her by the hair into the front room, lifted her into a chair and slapped her face.

This alleged violent scene occurred in April, 1913, at their home at Ocean Park, and Mrs. Prescott, an attractive young woman, lived with him until the following January, when, she said, he again beat her. Then she left. She was awarded the custody of the boy and Mr. Prescott was ordered to pay $35 a month alimony. He denied the allegations in an answer, but did not contest the suit.

TUNNEL QUESTION.
SUIT OVER ASSESSMENT.

The point raised by Delphin M. Delmas, counsel for Sophia A. Keym, in the latter's suit against City Treasurer Hance to restrain him from selling her property today for the Hill-street tunnel improvement, that the bond act of 1903 does not make provision for the time property owners shall pay the bonds in assessment work, seemed to disclose a lapse in the act. Judge Wellborn yesterday seemed to take this view of it.

The point later on to be threshed out is that the Vrooman act does not empower the city of Los Angeles to build tunnels. Mr. Delmas argued that the act does not make this provision, although Assistant City Attorney Burnell argued that it did.

Mrs. Keym, it seems, offered to pay the City Treasurer the assessment for the tunnel improvement under protest. Capt. Hance refused to accept the tender in that guise. The court held that the City Treasurer must receive the amount of the assessment when it is tendered whether under protest or not, and he was so instructed by Mr. Burnell.

The tunnel work was done under the Vrooman act and the assessments were collected under the bond act. J. H. Bullard and N. W. Stowell, owners of the bonds, were joined as defendants with Capt. Hance.

NOW IT IS HE.
THAT TAXI MARRIAGE.

The taxicab marriage of Ruby L. Taylor, 19, and winsome, in Westlake Park, November 7, 1912, to Francis M. Z. Taylor, 48; her fight to be freed from the man whom she testified she never saw until she stepped from a Southern Pacific train in this city, and the denial of the court, is revived by another suit filed. This is by Mr. Taylor, who alleges desertion.

Mrs. Taylor of Atlanta, Ga., not only married a man more than twice her age, but found she had contracted a family of ten children, the product of Mr. Taylor's former marriages. He resisted her suit for divorce and stated his bride had corresponded with him and knew what she was doing. The minister who performed the ceremony was a material factor in causing Mrs. Taylor to lose her suit. He said she showed no opposition and did not act like one who had met and married a stranger.

HE IS 72; SHE, 73.
IN DIVORCE COURT.

Philander Allen and his wife, Abbie Allen, met in Judge Dehy's court yesterday in Mr. Allen's divorce proceedings. The action was remarkable from the fact that the couple were married in 1862 and have been separated twenty-two years. One son, aged 37 years, was a witness.

This suit was the echo of Mrs. Allen's separate maintenance suit, filed seven years ago, and withdrawn after a property settlement. She received half of the property, worth $50,000. In that suit Mrs. Allen alleged Mr. Allen deserted her. In his suit he declared she had deserted him. The decree was granted.

"Why were you so many years bringing suit?" the court asked Mr. Allen.

"Well, I was averse to it; I looked upon such proceedings as a disgrace in people as old as we are," he replied. He is 72; she is 73.

ROSA MICHAELS.
TO A HIGHER COURT.

The case of Rosa Michaels will go to a higher court. Denied her guardianship Mrs. Louisa Michaels, the mother, will appeal through Attorney Scott from the judgment of Judge Taft yesterday. The court stated that Mrs. Michaels's petition did not constitute statutory grounds to warrant him in appointing her her own daughter's guardian.

In the corridor Mrs. Michaels cried, "I will kill myself."

She stretched out her arms to Rosa, who ignored her mother and clung to the side of Miss Verna Shaw, who has filed a petition of guardianship. Rosa was declared an abandoned child some months ago and awarded to the custody of Miss Shaw.

STATEMENTS DIFFER.
DYSART NOT IN CUSTODY.

A telephone conference with Sheriff Jennings by A. H. Foster, attorney for G. W. Youngblood, revealed that J. C. Dysart had not been in his custody, which was at variance to the statement of Mrs. Dysart in Judge Legerton's court last Monday that her husband had been arrested and taken to San Diego for practicing medicine without a license.

Mr. Youngblood sued Mr. Dysart to set aside and cancel satisfaction of a judgment for $605 against Dysart. When proceedings were resumed before Judge Legerton yesterday the entry of the judgment was ordered vacated and the judgment restored. In satisfaction of the judgment Mr. Dysart had deeded a lot in Indiana to Mr. Youngblood represented to be worth the amount of the judgment. The court found that its value was only $150.

WHAT IS A SALE?
THAT IS POINT RAISED.

Judge Hewitt, sitting in Department One, has a case on trial involving the question "What is a sale?" The action grows out of a loan of $23,500 on a promissory note secured by 358 shares of the Union Oil stock. The money was borrowed by C. E. Grosse of Julius Weisenberger. Mr. Grosse finally failed to pay the interest and Mr. Weisenberger took steps to sell the stock pledged.

The testimony showed that he took the stock to W. H. Cook, a stock broker, who made an off-board sale. He gave Mr. Weisenberger his check for $21,030.50. On the same day Mr. Weisenberger bought the 358 shares and two additional shares and gave his check for $21,030.50 to Mr. Cook.

Mr. Weisenberger gave Mr. Grosse credit for that amount on his note retaining the stock. Hence the question, "What is a sale?"

WHY?
SHE QUERIES HUSBAND.

"Great Scott, what on earth do you suppose I left you for—to have you call up every day and write sickening letters?" Mrs. Muriel C. Sinnott wrote her husband, Melbourne C. Sinnott, under date of February 25, 1913.

Mr. Sinnott filed suit for divorce, alleging desertion, and at the trial yesterday Mrs. Sinnott, who did not oppose the action, simply stated she did not want to live with her husband. The decree was granted by Judge Morrison. The couple were married in this city July 5, 1910, and separated January 17, 1913.

COURT PARAGRAPHS.
PROCEEDINGS IN BRIEF.

STOCKHOLDERS' LIABILITY. A suit to recover an aggregate of $75,500 on two promissory notes executed by the California Drug and Chemical Company by its president and secretary by jaming the stockholders defendants, was filed by W. H. Brown yesterday. There are thirty-three defendants who are charged with amounts according to the stock they owned. The largest sum is $17,283.22 set down opposite the name of C. A. Fellows.

TAKING DAY OFF. Presiding Judge Wood will take tomorrow off. Consequently there will be no business done in Department Ten, and any orders attorneys want signed will have to go over until Monday.

INCORPORATIONS. The California Shoe Manufacturing Company, incorporators Fred R. Harris, Charles H. Wagner, J. S. Torrance, E. W. Davies and J. H. Bruns, capital stock $200,000, subscribed $500; Long Beach Tuna Packing Company, incorporators R. P. Bishop, J. E. Hestor, B. Houssels, R. M. Moore, L. J. Massie, E. H. Archer and S. H. Holloway, capital stock $100,000, subscribed $50,000; Hopple Electric Company of California, incorporators William Hopple, J. B. Wheeling, H. D. Moseley, Bessie Hoppie and Walter A. Ham, capital stock $500,000, subscribed $71; Grotto Social Club, incorporators Arthur Jones, Fred E. Colver and C. S. Osborn, no capital stock; Japanese Barbers' Business Association of Los Angeles, incorporators M. Okamoto, Tohei Hayarashida, Kokichi Hata, Kyuhachi Kurokawa, Gorokichi Kanetari, Iwakichi, Kubota, Kujoshi, Nakamura, Toichi Fujikawa, Sugitaro Okamoto, Tatsuji Sakamoto, Kansuke Nakai, M. Iwamoto, Akira Hattori, M. Takata, Jozo Soraoka, Z. Saito, Satami Konosu, Juichi Okizaki and Sakuzo Yamamoto, no capital stock.

CHANGES IN CAR SCHEDULES.

Main Street Will be Free of Traffic for Rose Tournament Travel by Rerouting of Lines.

To leave Main street free for the handling of traffic to Pasadena for the Tournament of Roses, the Los Angeles Railway issued notices yesterday that all cars operating on that street, between First and Ninth street, will be transferred to Spring street today with the exception of the Hooper-avenue cars, which cannot be rerouted.

The company also announced that the Saturday night schedules will be in effect today, so as to handle the extra trains expected and that full night service will be offered until 2 a.m., on all lines, excepting the Avenue 20, South Main and West Eighth, Arcade and La Salle, Griffin and Griffith avenue, West Eleventh, East Jefferson and Thirty-eighth, and the Santa Fe avenue "shuttle."

PETITION IN BANKRUPTCY.

John L. Van Every, who gives his residence at No. 2514 South Third street, Santa Monica, and with "no occupation," filed a petition in bankruptcy yesterday. His debts amount to $4276.55, of which $2476.55 is unsecured. Of the liabilities, $1350 is the amount sought to be recovered against the petitioner by J. C. Ury, No. 15 South Peoria street, Pasadena, for medical attendance, etc., made necessary by the negligence of Van Every, and $1100, the amount of a judgment secured by Loren Ury, Jr., against Van Every for injuries received by reason of the negligence of the petitioner. His assets are scheduled at $1325.

SODA MAN IN BANKRUPTCY.

W. E. Beene, a soda dispenser of this city, filed a petition in bankruptcy yesterday, accompanying the petition with a pauper affidavit. His debts are given at $3745.56 and his assets at $5225 of which $1100 is claimed to be exempt; machinery and tools are valued at $2400 and $600 the stock in trade.

More Delay.

DEADLOCK ON SHED ROOFING.

HOME PRODUCT OR ASBESTOS IS SPLITTING POINT.

Four Councilmen on Each Side Prevent Action by Commission. Meanwhile Work at Big Transit Depot at Harbor is Held Up. May Try Again Tomorrow.

Eight members of the City Council sat in yesterday's session. The ninth member, President Whiffen, is acting Mayor during Mayor Rose's illness. The situation developed a deadlock in regard to adopting the report of the Harbor Committee on roofing to be used on the mammoth transit shed at the harbor.

Four members were in favor of the use of the home product. Four members upheld the committee report and the desire of the Harbor Commission to use asbestos roofing.

President Whiffen is in favor of the use of asbestos, but he may not sit in a Council session for several days. Meanwhile the Harbor Commission's hands are tied, insofar as awarding the roofing contract is concerned. It is probable the subject will be brought up again tomorrow morning, and that the deadlock can be broken.

The local roofing material men some time ago filed a protest as to the specifications, claiming that under them locally-made roofing could not be used, although it is in use on many large buildings here and has been used by leading architects for many years. There were public hearings, and a long-drawn-out controversy. Finally the Harbor Committee of the Council presented to the Council yesterday morning its report, which said, in part:

"The harbor engineers, in a report on asbestos roofing, say: 'This kind of roofing was suggested only after careful consideration by your engineers;' also, 'We still believe that this type of roof is best suited to conditions at the harbor: also, regarding cost, I will say that in my opinion, taking into consideration maintenance and repairs, which are necessary on all roofs, that H. W. Johns-Manville roofing will eventually prove the cheapest.'

"We believe that the harbor department is conducting the work at the harbor in an efficient manner, and we believe that each department should be permitted to conduct the business of that department with as little interference as possible. This is conducive to efficiency and direct control. We believe that on this steel shed no mistake should be made, but that we should get the best roof possible. We recommend that the specifications as drawn be approved and that the Harbor Commission be advised that the committee recommend that the specifications be strictly adhered to."

The report precipitated a general discussion. Various motions were made, all resulting in the deadlock vote of four to four. The Councilmen in favor of the use of locally manufactured roofing were Betkouski, Conwell, Snowden and Williams, while those in favor of adopting the report were Bryant, Langdon, Roberts and Wheeler.

President Woodman of the Harbor Commission stated after the Council session that the commission could go ahead and award the contract, regardless of the Council action, were it disposed to do so, but that it is determined to await Council action, in view of the controversy that has been raised.

ABOUT COUNTY REGISTRAR.

"Progressive" Passes Highest in the Examination but Incumbent Says the Job is His.

The Civil Service Commission announced yesterday that David B. Lyons, a real estate man of No. 1119 Magnolia avenue, passed with the highest mark in the examination for a County Registrar of Voters to succeed Registrar McAleer. William M. Kerr was second and Frank L. Edinborough third. Mr. Lyons is a strong "Progressive" political worker.

Registrar McAleer will take the matter into the courts. He was appointed by the Board of Supervisors and the Civil Service Commission approved the appointment months before the November 3 election. When Registrar McAleer refused to take orders from certain political manipulators the Civil Service Commission determined to hold an examination for his place when six months before they had warmly approved his appointment.

"They can't job me," declared Mr. McAleer last night. "This is going to be a fight to the finish. I am right and every fair-minded man and woman says so."

FIFTY MORE PATROLMEN.

City Council Approves Recommendation of its Finance Committee, to Take Effect Immediately.

Without discussion, and with only the dissenting vote of Councilman Wheeler, Socialist, the City Council yesterday adopted the report of its Finance Committee, providing for the immediate employment of fifty more patrolmen for a period of three months.

The extra patrolmen will be placed on night duty in the residence districts by Chief of Police Sebastian. They will not be required to purchase regulation uniforms, but must secure caps, revolvers, shields, handcuffs and ammunition.

Chief Sebastian has a waiting list ample for the selection of experienced men, and there will be no delay in putting the fifty extra men into service.

GRACE FOR AUTOISTS.

They Will be Given Time to Get License Numbers Before Arrests are Made.

In a statement issued yesterday by Lieut. Butler, in command of Central Police Station, owners of motor vehicles are notified that they will have a reasonable length of time to get their 1915 license plates. Arrests for failure to have the State numbers will not be made until the local branch of the State License Bureau is able to supply license plates upon demand. This will probably be in about a week.

According to Lieut. Butler, application for new numbers should be made at once by vehicle owners, as the "license applied for" card will not be issued here. Owners who display such cards will be prosecuted for failure to have proper plates.

WHO OWNS THEM?

Detectives of the police department have 300 pounds of new brass fittings for which they are trying to find an owner. They are also trying to find thieves who stole the articles, which were recovered from a junk dealer.

Colyear's
FIRE PROOF STORAGE

THE SAFEST PLACE
to store your
FURNITURE
Separate Locked Concrete ROOMS
$1.50 per Month and Up.
Main 1117—Phone Us—Home 60577
Auto Trucks for Moving.
COLYEAR'S
VAN & STORAGE CO.
Warehouse 415-17-19 San Pedro Street
Main Office, 809 So. Main St.

Oxnam—Witt—Taylor.

THREE ON THIS KILLING CASE.

ROOMMATE OF SLAYERS HELD FOR INVESTIGATION.

He is Identified as Man Who Worked at Alexander Home Just Previous to Tragedy—Other Slayer Pleads not Guilty After He Confessed to Homicide.

Tomas Taylor, room-mate of Charles Oxnam, one of the slayers of William M. Alexander, was arraigned in the Police Court yesterday on a charge of vagrancy. His case was continued until Tuesday afternoon, when he will be given a chance to explain certain alleged facts relative to the Alexander murder. According to a statement made to the court yesterday, Taylor worked three days in the Alexander home shortly prior to the slaying of the noted lawyer.

When detectives arrested Glenn Witt and Oxnam in the latter's room at No. 406 West Temple street, they learned that Taylor shared the room. It was subsequently discovered that Taylor had worked at the Alexander home when the house was being furnished and had opportunity to give a good description of the location of rooms in the house to the two slayers of Mr. Alexander.

William M. Alexander, Jr., appeared in court with his legal advisor. He identified Taylor as having been employed by his father for a few days. An attorney appeared on behalf of Taylor, having been retained by the prisoner's wife, who resides in Minneapolis.

Oxnam, confessed slayer of Mr. Alexander, plead not guilty before Judge Willis. His trial was set for the 11th inst.

Oxnam was so frightened he could barely speak. His defense will be insanity. Oxnam declared shortly after his arrest that he would plead guilty and take his medicine "like a man."

The trial of Glenn Witt, charged jointly with Oxnam with the murder, is set for the same date, he having entered a plea of not guilty after making a free and voluntary confession.

Oxnam hesitated when Deputy District Attorney Keetch asked him what his plea was, but finally stammered out "not guilty." He will be defended by Deputy Public Defender Aggeller, who was appointed by the court.

MINOR SHAKE-UP.

Two Police Sergeants and Eighteen Patrolmen are Transferred—For Good of Service.

Transfers of two sergeants and eighteen patrolmen were made yesterday in an order effective tomorrow issued by Chief Sebastian. The changes, according to the Chief, were made for the benefit of the service.

Sergt. Daudel of the Boyle Heights division and Sergt. Day of Central Station will trade places. The transfers of eighteen patrolmen affect all divisions of the department.

THREE SECTIONS COMING.

Indicative of the heavy winter travel that may be expected to the Southland following the holidays, the Santa Fe received word yesterday that the reservations for the California Limited which is to leave Chicago the 6th inst., are so many that three sections of the train will have to be run. This is the first time in two years that three sections of the Limited have been required to handle traffic.

Hamburger's
BROADWAY AND HILL EIGHTH STREETS

Store Closed
All Day Today
New Year's Day

—"1915" is destined to be an eventful year in the progress and prosperity of Los Angeles and California—thousands upon thousands of faces are turned westward toward the San Diego Exposition, which opens with the beginning of the New Year, and the Panama Pacific International Exposition at San Francisco, which opens February 20th.

—Los Angeles will be the scene of many conventions and the headquarters of thousands of tourists—truly 1915 will be Los Angeles' most eventful year.

Hamburger's
The Great White Store

—Has provided every facility for the convenience and comfort of "Exposition" visitors—wide, spacious aisles, a $50,000 ventilating system which changes the air every 30 minutes, rest rooms, checking rooms, information bureau, free telephones, motion picture theater, Cafe Beautiful, service a la carte—and full comprehensive stocks of seasonable merchandise and the very latest in the realm of fashion.

Happy New Year!

—Is the wish of the Great White Store for its patrons and for its corps of employees—a happy and prosperous 1915.

FURS

AFTER-XMAS SALE
FURS AT COST
"Colburn's" 806 South Broadw

ALLEGE WRITTEN FRAUD.

Hotel Man Charged with Having Obtained Goods on Order Under False Pretenses.

Obtaining an extension of credit through fraud by means of a written document, is the charge brought against W. D. Church, formerly proprietor of the Hotel Pepper, in a complaint issued yesterday by Deputy City Prosecutor Blythe.

It is alleged by N. R. Webster of the Wreden Packing and Provision Company that Mr. Church owed $418.20 to his company. Mr. Church is said to have written to the company on August 23, saying that his lease was paid up, and on the strength of this, he is said to have obtained an extension of credit.

It is charged that at the time Mr. Church was in debt $3500 on hotel property. The complaint Mr. Church is now proprietor St. James Hotel, San Diego.

NOTICE TO BURGLAR

Burglars are warned to k from the apartments of Mrs Kief, No. 838 South Hope st she has discovered an effectiv getting rid of the intruders. Yesterday Mrs. Kief was aroused noise in her kitchen. Investiga saw a dark form fumbling ab switched on the lights and a broom. Seeing a negro will dle of articles under his arm, the intruder to get out. At t time she "applied the rod" w result. The negro fled without tended loot.

THE DOCTORS WHO CURE

Dr. A. J. Shores.

DO NOT LOSE HOPE BECAUSE OTHERS FAIL.
Even though you have treated a long time and received no benefit, Drs. Shores & Shores offer you the result of their Twenty-one Years' exclusive specialty practice—an honest opinion on your case FREE, and a cure, if the case is curable.

Modern Offices. Up to Date Treatment
OFFICE HOURS: 9 a. m. to 4 p. m.; Evenings, 7 to 8; Sundays, 10 to 12.

ASTHMA
No one but an asthmatic can appreciate the terrible distress of this disease. Gasping, smothering, panting for breath — suffocating feeling, sitting up in bed at night, are but a few of the terrible torments of an Asthmatic sufferer. If you are an Asthma victim, let not another day pass until you try our wonderful treatment—which gives almost immediate relief and lasting benefits. Call or write.

Catarrh of Head and Throat.
This form of catarrh is most common—usually resulting from neglected colds. Successfully treated with little cost by Drs. Shores' treatment.
Is your nose stopped up?
Does your nose discharge?
Is your nose sore and tender?
Is there pain in front of the head?
Do you hawk and clear the throat?
Is your throat dry in the morning?
Do you sleep with your mouth open?
Now is the time to be cured—don't let it run into complications.

OF THE EARS
Catarrh often extends from the throat, along the Eustachian tubes into the ears, causing partial or complete deafness. Is your hearing failing?
Do your ears discharge? Do they ring? Is the wax drying in your ears? Do you hear better on some days? Does a cold make your hearing worse? Don't neglect this until your hearing is irreparably destroyed.

ECZEMA
This affliction often baffles the skill of the regular doctor—and tries the patience of the specialist—but our methods have proven successful in so many cases that no matter who has failed to cure you it is worth your time to consult us. We will gladly explain our method of treatment free of charge. Consultation always free.

Specialties—
Catarrh, Deafness, Head Noises, Asthma, Hay Fever, Rheumatism, Goitre, Chorea, Hysteria, Insomnia, Epilepsy and Other Chronic Diseases of the Nerves, Skin, Blood, Stomach, Bowels, Heart, Bronchial Tubes, Lungs, Bladder, Kidneys and Liver.

RHEUMATISM
If you are hobbling about with rheumatic joints or suffering torture from inflammatory rheumatism—come and let us explain our theory and treatment for this painful affliction.

STOMACH AND LIVER
If you have distress after eating don't neglect Catarrh of the stomach is a common ailment, and can be but remember, a cancer of the stomach we cannot cure. Do not stomach and liver trouble doctors that know how to cure. Don't let money matters keep away. Drs. Shores' rates are payments easy. Mentione patients. Get busy and get

Dr. G. W.

DRS. SHORES & SHORES Rooms 222 to 225 Heuse Bldg. THIRD AND SPRING STS. ENTRANCE 122 THIRD ST. LOS ANGELES, CAL.

CONSULTATION AND EXAMINATION FR

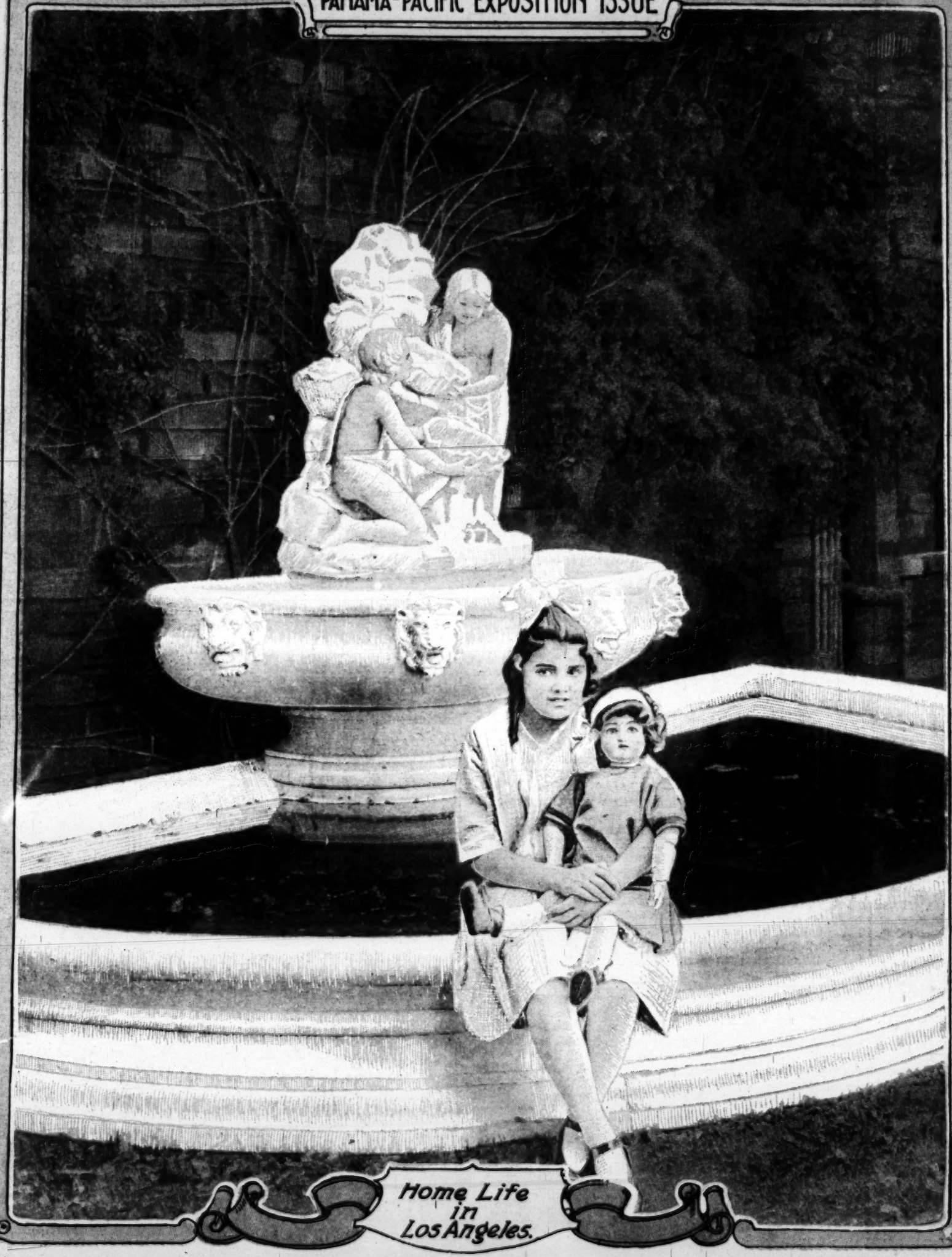
Los Angeles Times
ANNUAL MIDWINTER NUMBER
[JANUARY 1, 1915.
Let Rowan's Help!
LOS ANGELES DAILY TIMES.
32

Closed
y Today
ear's Day
Bullock's
White Store
facility for the convenience
tion"—visitors—wide, spa-
ventilating system which
minutes, rest rooms, check-
rooms, free telephones, mo-
ls. Beautiful service a la
store stocks of seasonable
the realm of
Bullock's
BROADWAY AT EIGHTH
SECOND-HILL STREETS

Los Angeles Times
ANNUAL MIDWINTER NUMBER

JANUARY 1, 1915. PRICE 10 CENTS.

PANAMA-PACIFIC EXPOSITION ISSUE



Home Life in Los Angeles.

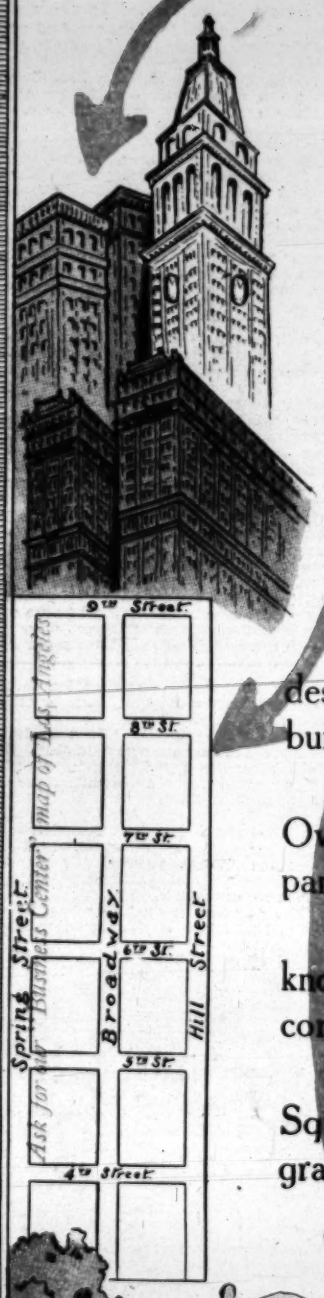
Let Rowan's Hand Guide You in Really!

Insurance.

Rentals.

Loans.

Real Estate. Offices.



FOR YEARS this house has operated in Los Angeles Real Estate—industrial, close-in and centrally-located business property.

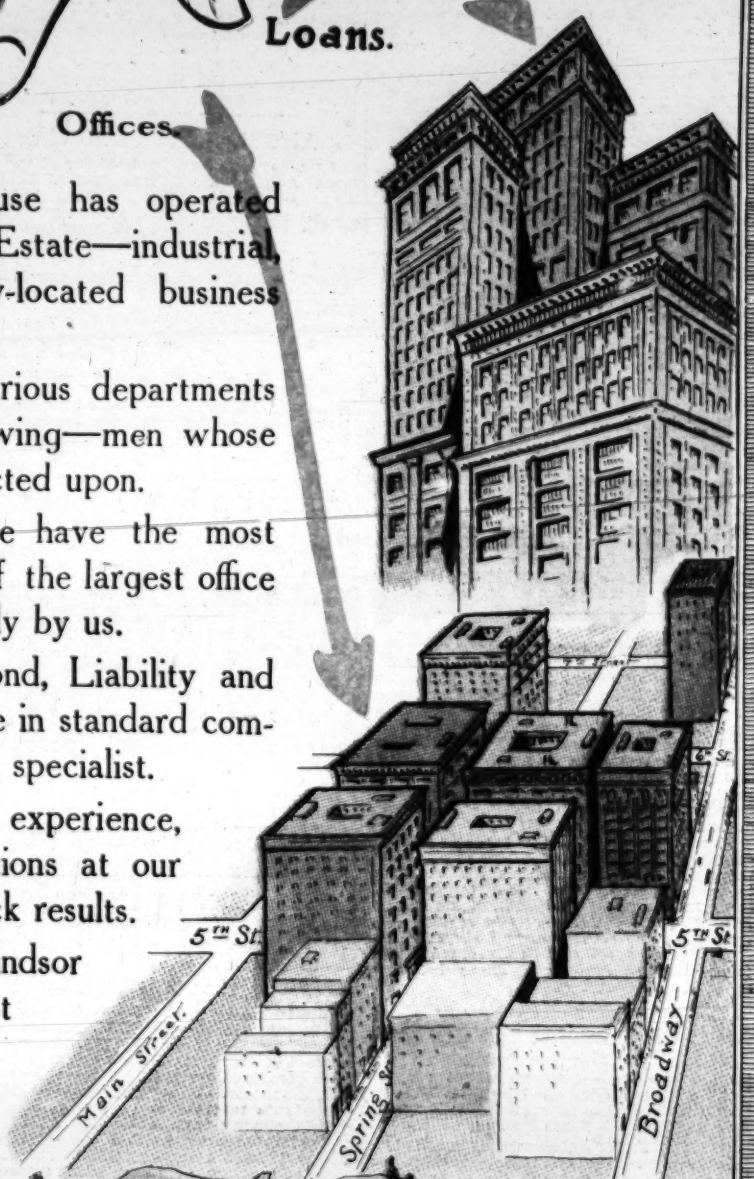
The men who head the various departments here are men worth knowing—men whose opinions are sought—and acted upon.

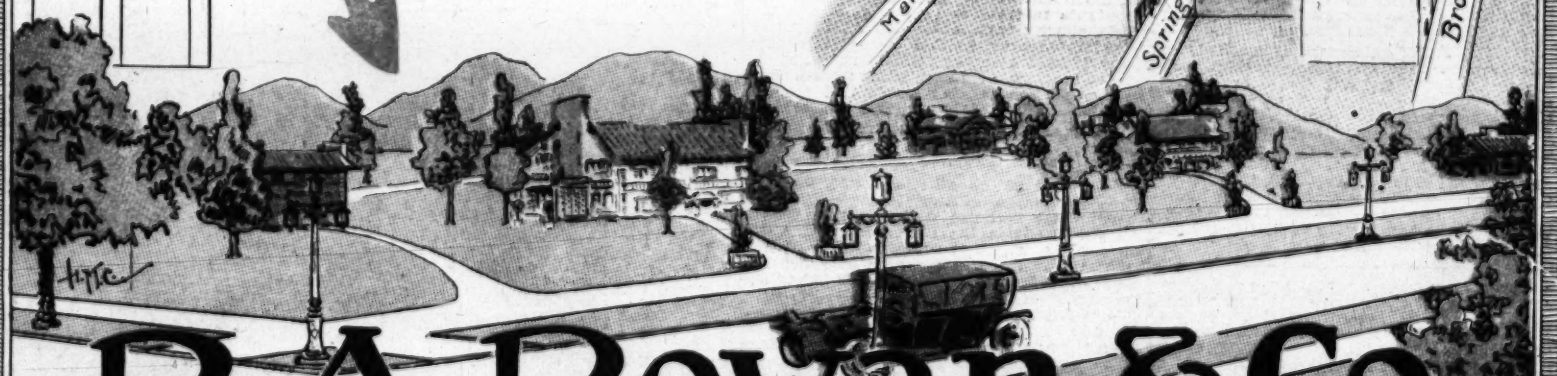
In Business Rentals we have the most desirable locations and eight of the largest office buildings are controlled exclusively by us.

We write Fire, Surety Bond, Liability and Owners' Compensation Insurance in standard companies, each branch handled by a specialist.

For Mortgage Loans—with experience, knowledge and financial connections at our command; we can insure you quick results.

In Residence Property, Windsor Square is admittedly the highest grade in Southern California.





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Los Angeles Times

ANNUAL

MIDWINTER NUMBER

PANAMA-PACIFIC EXPOSITION ISSUE.

JANUARY 1, 1915.

Issued by The Times-Mirror Company
HARRISON GRAY OTIS,
General Manager and Editor.

Part 1. Opportunity—Prospects.
Part 2. For the New-Comer.
Part 3. The Land of Corn and Wine.
Part 4. The Whole Southwest.
Part 5. The Two Great Fairs.
Part 6. Column Forward.

Population of Los Angeles

IT DOUBLES EVERY SIX YEARS.

By the Federal Census, 1900.. 102,479
By the Federal Census, 1910.. 319,198
By Directory Census, 1913.. 483,417
By Directory Census, 1914.. 516,000
The figures in 1915 may be.. 750,000

Los Angeles county is the richest county in the State, has the highest assessed valuation, and the most alluring conditions.

HAIL AND WELCOME

Los Angeles has land for the landless, well-paid toil for the industrious, safe and profitable investments for the capitalist, and whether the newcomer bring with him a million of money or only strong arms and a willing heart, he will be equally welcome to share in the growth and prosperity of this marvelous city by the western sea.

Eight hundred thousand people whose homes are in this city and county cordially invite the people from east of the Rockies to come here and help to make up the million who will dwell within our confines before 1917 shall put on his nightcap.

Those who laid the foundations of empire broad and deep in this sunset land fifty years and more ago, were of the bravest, brightest, most generous, enterprising and energetic men and women on earth. They were knights Paladin who challenged the brute forces of Nature to combat. They were soldiers who, possessed with the sacred golden fury, faced the storm and the savage, the desert and disease.

Our visitors now come here in Pullman cars and in great ocean hotels, but the old boys plodded along on foot, or rode in prairie schooners across alkaline deserts which pulsed with deluding mirages under the throbbing sunlight. They crawled like huge flies over the bald skulls of lofty mountains; they dug channels through which the life giving water could reach arid acres, and orchards were planted and gray fields were made vernal.

And now, the greatest city west of the Mississippi and the most beautiful city in all God's beautiful world is here. There are miles of skyscrapers within whose walls the tides of commerce surge. There are humming factories with never a curl of smoke from their chimneys, for their wheels are turned with electrical power brought in a great aqueduct from the mountains; there are foundries where hammers beat the diapason of labor on great anvils. There are hundreds of miles of cottages and villas, nestling in gardens where Christmas roses saturate the air with their sweetness, and great lilies bare their white bosoms to the soft, warm January rains.

Southwestward the sunlit Pacific weaves its white lace of surf upon the sands at the feet of a chain of seaside cities—Santa Monica, Ocean Park, Venice, El Segundo, Manhattan, Hermosa, Redondo and on to Wilmington and Long Beach and beyond. You can bathe in the open ocean without a shiver in the depth of winter, when Cape May is fringed with ice and the Hudson and the Connecticut are locked in their crystal fetters.

Here there are schools and universities devoted to both esoteric and exoteric education. They turn out young men who can measure the piers of an iron bridge as well as the feet of a trochaic or a dithyrambic; young men who well know the exact dynamic force of an engine as well as the number of troops under the command of Miltiades; young men who can, if need be, make a wire nail as well as a Latin oration.

Los Angeles has grown not merely because of her matchless climate and health-giving airs. She has grown because from the breasts of industry she has drawn the milk of power. She has outgrown her shoes and her frocks before she could outwear them, and her people have been kept busy to provide her fair proportions with suitable apparel.

We were in the last quarter of the last century before Los Angeles began to grow in earnest. The rush of the Argonauts for gold was over before the first overland railroad was completed. In due course other railroads followed. The iron evangelists of empire came steaming down from the forests of the north, and up from unhappy Mexico, and through every gorge in the mountains, and along every valley and stream, until now three transcontinental roads exchange their shrill greetings of triumph within our city limits.

And now the Panama Canal is open for traffic. We are enlarging our harbor accommodations at San Pedro so that the commercial navies of the world can tie up at our wharves. We are preparing to wrest from Great Britain a portion of the commerce of India and China, and to divide with New York and Germany the trade of Brazil and the Argentine.

There are rivalries in Los Angeles, but no jealousies; rivalries in commerce, in finance, in manufactures, in art, in science, in learning, in oratory, in music and in every field of human effort. And we court more rivalries. There are no bars across any road that leads upward. We have no use for bunglers in anything, no use for men who belong to the old red sandstone era of law, or medicine, or theology. But any man or woman who has the will and the capacity to do anything that the world wants done can secure ampler reward and larger opportunities here than in any other city in America.

What have we to show to those who visit us? What have we not? Environing our thronged streets we have mountains and seas that invite the artist's pencil, and gardens of flowers and foliage that woo the poet's lyre. Astronomers may search for new stars through the great telescope on Echo Mountain. The legends of former centuries written in hieroglyphics on adobe ruins puzzle the antiquarian's research, and the promise of empire that is shouted from sea and shore stirs the pulses of young and old.

This is the home of the jade Opportunity. She walks the streets of Los Angeles by day and by night. She has changed paupers into thousandaires, and thousandaires into millionaires. But you want to keep your eyes open and know her when she appears. The man whose face has been brushed with her skirts and who lacked the courage or the wit to reach out his hand and detain the lady for a moment while she blessed him, has gone back to Kansas to be kicked into deserved poverty by lame grasshoppers.

But the man who seized her, who saved and invested his savings, and held on to his investments, is seated under the vines on the broad piazza of his mansion, smoking a Perfecto and showering blessings on the hour when he came to the City of the Angels.

Your Questions Answered

Question: What city is the metropolis of the Far West?

Answer: Los Angeles.

Q.: Did it grow as rapidly in 1914 as in previous years?

A.: The gain in population in 1914 was fully 50,000. The total population is now 516,000 and the rate of increase maintained for the past ten years indicates a population of 1,000,000 before 1920.

Q.: What is the financial strength of the people of Los Angeles individually and as a community?

A.: Los Angeles savings banks have total deposits of $103,000,000 and 275,785 depositors. This is an average savings deposit of $480 and recently compiled statistics show that 80 per cent. of the depositors are laboring men and women. The total cash resources of the savings banks are $200,000,000 and the cash reserve is $35,000,000. Bank clearings for the year were approximately $1,200,000,000.

Q.: Does Los Angeles depend wholly for its remarkable prosperity on its matchless climate, ideal location, transportation facilities and rich surrounding country?

A.: It does not. Exceptional facilities for manufacturing are taken advantage of rapidly. Manufactured products in 1913 amounted to $120,000,000. In 1914 the output was $157,134,000. The rate of increase will be even greater in the next few years on account of the many new plants. Last year one hundred new industries were successfully established and thirty factories were built.

Q.: What is the valuation of Los Angeles county?

A.: At the close of 1914, it was $849,991,595 according to conservative figures of city and county assessors. This is a gain of more than $45,000,000 in one year.

Q.: What did the seven southern counties produce in 1914? Was this a gain over preceding years?

A.: Southern California produced $400,000,000 last year, a gain of almost exactly $83,000,000 over 1913. One of the items is lima beans, the output of which amounted to $4,250,000 in 1913 and $6,560,985 in 1914. The output of canned goods was $3,500,000, a gain of $500,000 in one year.

Q.: What effect has the opening of the Panama Canal had on the business of the Los Angeles harbor?

A.: In the six weeks immediately following the opening of the canal 32,000 tons of merchandise from Atlantic Coast ports was laid down here. This was a 200 per cent. increase over any similar period before and thirty per cent. of all tonnage moved to the Pacific Coast by water from the Atlantic Coast. The value of all in and outbound cargoes for the three months was $21,390,152, twenty-five per cent. in excess of cargo values for the same period in 1913.

Q.: What transportation facilities has Southern California?

A.: Three transcontinental railroads with branch lines connecting every important community; the finest system of electric railroads in the world, made possible by unlimited hydraulic power from the big mountain rivers and streams. Thousands of miles of paved highways, many of them especially constructed for heavy motor trucks. During the last fiscal year the railroads paid out for supplies and wages in Los Angeles $19,258,520, or $65,995 for every working day, an increase over the preceding year of 5 per cent. One hundred and twenty-one miles of new track have been laid, including the extension of the electric line through the San Bernardino citrus belt.

Q.: Have Los Angeles building operations been discontinued on account of the country's general financial depression?

A.: On the contrary, they have been active all through the year. Approximately $20,000,000 has been expended in new buildings in 1914.

Q.: With so vast a territory to cover, how have the people of Southern California provided adequate highways between commercial and agricultural centers?

A.: Beginning many decades after Massachusetts and other Eastern States had begun comprehensive road systems, the people of every Southern California county have taxed themselves heavily to build good paved highways, not only through the commercial and agricultural districts but through canyons and over mountains. Los Angeles county, with 1000 miles of paved highways, leads all the counties of the United States. In heavy truck roads, trunk lines and lateral thoroughfares and scenic drives Southern California has an asset of incalculable value.

Q.: Have Los Angeles schools and churches kept pace with the city's remarkable growth?

A.: The Los Angeles school system is second to none in the country. It has five great High Schools with a total registration of nearly 15,000 and a total registration in all grades of about 100,000. A bond issue recently voted provides $4,600,000 for new buildings. This will be expended for four new High School buildings and several grammar and intermediate buildings. Los Angeles has been called the "City of Churches." Every denomination is represented and the church edifices of the larger parishes are notable examples of high-class architecture.

MY CREED.

By John H. Francis, City Superintendent of Schools.

I believe that the child is the nation's greatest asset.

That the fullest development of the child is the nation's greatest opportunity and responsibility.

That no other investment equals in returns the investment in child development.

It is not a question of how much the investment costs, but what the return from the investment will be.

When a business man invests $100 he expects to realize a certain profit, and until society establishes this principle in its relationship to the child, the highest efficiency of the individual will not be reached.

I believe that the community and country that expends the most thought and money wisely on its children, is building most surely against the stress and strain of failure.

I believe that every boy and girl has the right to an education. If the boy or girl does not readily understand and take up the things offered, get something he or she can take up and understand.

Education means development. As each individual is different from another individual, so the development of the individual is different. Adaptation of education and not of the individual is the great need.

System should not be made the pattern for developing efficient men and women, it should be made the tool by which development is achieved. It is not system but the utilization of system that counts for success.

The human touch should be always a strong factor. Machine-made education does not make for initiative or progress. Only by the correct interpretation of the individual to himself can advancement be realised.

If a boy wants to be a farmer, let him be a farmer. He will be a good one. Don't try to make a second-rate mechanic out of him because you don't approve of farming.

We have embryonic farmers, just as we have embryonic mechanics, embryonic musicians, and so forth. It is only by the careful training of the natural inclinations of the child that his special attainments are given their highest development.

Education is not expensive, whatever the cost, if the return in good citizenship, in clean manhood and womanhood, in an enlightened civilization, in better understanding of others' rights and in a clearer perception of right and wrong is considered as the direct result.

It costs more by far in the end for the restraint of the undeveloped than in the proper development of boys and girls. It is readily seen that school houses and teachers are of greater value to the community than prisons and keepers.

Practically every child can be saved to himself and to civilization if society gives him the right kind of a chance.

THE DAVIS COLLEGE.

Incorporated in August, 1910, it has had a most flourishing and successful career. It's student body embracing many professional artists, teachers and scholars of all ages and grades, from beginners to the most advanced.

Dr. Davis has in his teachings artists and performers who have attained wide attention and celebrity. Mrs. Blanche Durffey, Mr. Valdmir von Gelich, Garrini and others.

The Davis Musical College sets forth a definite claim in being a school in which the scholar is educated from a beginning to the highest requirements of the art. Locally, teachers, pianists and singers holding professional positions are the result of the systematic and thorough methods employed.

The college is located at room 606, Majestic Theater building. Those interested are invited to call.

MISS REILLY'S SCHOOL.

At No. 657 West Twenty-third street is located the well-equipped school for girls and little boys, conducted by Miss Helen C. Reilly, principal, a representative instructor who believes in thoroughness.

At Miss Reilly's School the methods of teaching have a twofold purpose: first, the development and the correction of individual traits and inclinations, that each child may realize in himself the highest possible point both of character and of efficiency.

Secondly, such thorough mastery of the groundwork of education that it becomes a part of the consciousness of each child.

Special attention is invited to the play-school department of music, languages, and general school features.

L. A. SCHOOL OF LANGUAGES.

At No. 142½ South Broadway, is the Los Angeles School of Languages, owned and conducted by Prof. C. J. Williams, a noted instructor, thoroughly familiar with the Spanish, French, Italian, English, German and other languages, which he speaks and teaches fluently, being a linguist who has traveled extensively. He teaches special courses by correspondence and makes translations.

Prof. Williams supplies a notable book, The Lord's Prayer, printed in 500 leading languages with their principal dialects. This book is one which no collector should be without. No library is complete without one of them. The price is $10.

Many distinguished pupils have been taught by this able master of languages and his courses are very valuable, especially to those finding it necessary to speak various languages.

ELEANOR MILLER SCHOOL.

The Eleanor Miller School of Expression and Music is in the very heart of the city of Pasadena. Noted men and women gather here every year for the winter or for permanent residence, thus offering the student the inspiration which comes alone from personal contact with those who have been "born great," or who have "achieved greatness."

Eleanor Miller School is located at No. 150 South Los Robles avenue, and is under the direct supervision of Eleanor Miller, assisted by a splendid faculty of earnest instructors, specializing in expression, oratory, dramatic art, voice culture, modern drama, physical culture and psychology, English literature, music, dancing and recitals. Every department is thoroughly modern and representative. It is a school of charming personalities and originalities.

THE CUMNOCK SCHOOL OF EXPRESSION.

The Cumnock School of Expression, now in its twenty-first year, offers a three-year course in all branches of literary interpretation and expression. Story telling, public reading, dramatic art, public speaking, the speaking voice, aesthetic dancing, journalism, art and music are among the subjects offered in the school. Adequate training for readers and teachers of expression is the aim of the school.

The Cumnock Academy, maintained in connection with the School of Expression, offers a four-year college preparatory course, a general course, and two years' subpreparatory.

Boarding students accepted; catalogues on request. No. 1500 South Figueroa street.

ANGELES VISTA SCHOOL.

As a day and home school for girls of all ages, Angeles Vista School, No. 1844 St. Andrews place, Los Angeles, holds a unique place among educational institutions of the West. One of the first schools to adopt the open-air system of study, it has since become known as the only girls' school on the Coast that provides a complete system, from kindergarten to college.

The school is ideally located and offers the advantages of both city and suburban life. Directed by women who have received their training in the foremost colleges of this country and Europe, it maintains the highest standard of scholarship. Great emphasis is placed upon individual instruction at Angeles Vista and students may enroll at any time.

THE WESTLAKE SCHOOL FOR GIRLS.

The Westlake School for Girls is governed by the principle that it is the province of a woman to live more for others than for herself. The courses of study are such as lead to a broad, sympathetic understanding of human nature. The work in literature and modern languages is especially excellent, carrying the student through two years of college work. The junior college course is adapted to the needs of college freshmen, and is given advanced credit at Stanford University.

The school is situated in the Wilshire-Westlake section of Los Angeles, overlooking a beautiful park. The principals are Frederica Hermine de Laguna, Master of Arts, Columbia University, and Jessica Smith Vance, Master of Arts, Stanford University. The faculty are all college-bred women.

THE M'ADAM NORMAL SCHOOL OF DANCING

of New York City. Miss McAdam, founder and principal of the McAdam School of Deportment, Dancing, Aesthetics and Technique. Formerly associated with the Chalif Russian Ballet and Duryea Normal; graduate of the Castle Normal, has established in Los Angeles the only authentic school giving Normal and social courses in the combined work of all these noted New York schools. Miss McAdam specializes in debutante tutoring, tea dansants, dance recitals, charity balls, exhibition dancing, and especially featurizes her famous "Chalk Talks," in which an entire audience is taught to execute a dance while seated. Appointments for entertainments and classes. 429 Blanchard Hall. Telephone 10082.

THE SPEAKING VOICE.

Education of the speaking voice, its purpose, correction of individual faults, development of charm and effectiveness of speech, has been the life study of Ida M. Leonard, a gifted woman, who is doing much for many people, whose studio is located in attractive rooms, 806-807 Y.W.C.A. building, Los Angeles.

Miss Leonard organized the original institution in the interest of the human voice in this country and has been a specialist in this work for many years. The Los Angeles studio was established six years ago.

This notable woman has delivered many instructive and interesting lectures before leading clubs and educational organizations throughout the country touching upon this subject, the speaking voice. The voice we use in conversation, reading aloud and public speaking—the voice we are dependent upon every minute in the day, whether in private or public life.

She has instructed notable men and women in the arts of the human voice, lawyers, business men, clergymen, actors, public speakers, club and society women, and especially school teachers, and a visit to her studio is especially instructive.

THE MARLBOROUGH.

"The Marlborough" is one of the oldest and best known schools of the Pacific Coast. It began life in 1888 in Pasadena as St. Margaret's School, but after two years, the principal, Mrs. George A. Caswell, at the instance of Mr. Charles J. Ellis and others, moved to Los Angeles. Here the school was installed in the Marlborough Hotel, built a year and a half before, other buildings being added as required, and here it has remained.

But for the present business uncertainties, a handsome new school building would have been ready for occupancy at Christmas. Under the circumstances indefinite postponement of building was of course inevitable.

Years ago the school reached its limit in size; thirty-three house pupils and 120 day pupils, and even with new buildings this limit will be maintained.

Miss Grace Wiltshire has been for some years associated with Mrs. Caswell as principal. Changes have been made in order to keep pace with the changing times but the school policy and the school spirit are unchanged.

Domestic science, junior college work, gymnastics and out of door study are now prominent. College preparatory students have increased greatly in numbers, the Marlborough certificate admitting without examination to the California Universities and to Wellesley, Vassar, Mount Holyoke and Smith Colleges. Special and post-graduate courses in the history of art, literature and music, have always been a fundamental part of Marlborough's work.

Piano music, harmony and musical history are in charge of Mr. Waldo F. Chase.

Girls are admitted to the school at 14.

OJAI SCHOOL FOR GIRLS.

This is one of the most interesting schools in Southern California, located in the picturesque Ojai Valley of Ventura county, at Nordhoff, the location having mountainous surroundings, scenic effects and climatic conditions that are ideal.

It is a new school winning substantial recognition under the personal management of Wilda Wilson Church of Boston, who has recently come from the East, where she has had wide experience in schools, colleges and on the public platform.

The school work includes a regular academic course, corresponding to an accredited high school, with special branches in music, languages and expression.

The course in expression is affiliated with the Emerson College of Oratory, Boston, the largest college of oratory in the world, and Mrs. Church is assisted in this work by such noted people as Mrs. Jessie Eldridge Southwick, wife of the president of Emerson College, and Miss Evelyn Thomas of Oxford, England, who has read Greek drama extensively abroad and before universities in this country. Full credit will be given at Emerson, thus enabling the pupil to take high school work here and at the same time save a year or two on her special education, if she intends to become a teacher of English or expression.

A six weeks' summer course has been established in this branch and was well attended last summer by teachers of English in high schools.

Ojai School is an ideal country place, plain and simple in equipment, conducted for real benefits, physically, mentally and morally.

KENSINGTON SCHOOL AND KINDERGARTEN.

Located at No. 1641 Orange street, in the heart of the beautiful Westlake-Wilshire district of Los Angeles, Kensington School and Kindergarten presents inviting opportunities and many natural advantages. Its purpose is to provide a school where, in small classes, the individuality of each child may be developed. The faculty, headed by Helene Elisa Tubey and Adele Florencia Tubey, noted teachers and educational leaders, is composed of women of ability and experience in their respective branches.

Kensington School has a boarding department which provides a home for pupils during the school term or entire year. Its departments of instruction are divided into the following branches; Preparatory, high school, grammar, intermediate, primary, kindergarten and nursery classes, fine arts and foreign langues. Vocal and instrumental music and color music for children. The school is not strictly graded, pupils being allowed to advance in accordance to their individual ability, but the entire work is thorough. Pupils may be entered at any time. Special facilities are provided for day pupils and the enrollment contains members of many of the leading families of Los Angeles, as well as prominent visitors spending the winter in this section of the Golden West.

It is the continuous object of the Misses Tubey to maintain their school along the most modern and progressive lines. The buildings are well ventilated, well lighted and heated, attractively and comfortably furnished, and every accommodation and equipment is provided for the education of the little ones entrusted to Kensington School and Kindergarten. Every pupil comes under the direct influence of these capable women, securing the benefits of scholarly attainments and superrior education.

The Misses Tubey refer by permission to representative residents and home owners of Los Angeles, whose children have attended Kensington School and Kindergarten.

PAYNE'S DANCING ACADEMY.

One of the most attractive and best appointed dancing academy buildings of Los Angeles is that conducted under the name of Payne's Dancing Academy, located in the heart of the social residence district near Westlake Park, at No. 2018 Orange street.

This beautiful structure as shown in the picture, was erected according to special ideas for this academy and the exterior and beautiful interior, magnificently polished dancing floor, overhead decorations, with subdued electric lighting effects and high ceilings, dressing-rooms and reception

parlors, all carry the individuality, tone and appreciation of Payne ideas.

Payne's Dancing Academy is conceded to be one of the more popular social rendezvous for society people of this city who participate in and enjoy Terpsichorean pleasures. The entertainment and dancing features are all that could be desired; a splendid stringed orchestra provides delightful music for special and fancy dancing and for the old and new ideas, and informal dances are held every Tuesday evening, guests being admitted by card only. The invitation feature assures the meeting of desirable people and adds to the semi-exclusiveness of this academy.

All the latest dances are taught free from 8 to 9 o'clock in the evening and special lessons are given on application to the management, lady and gentlemen teachers being in regular attendance.

An adult beginners' class is held every Monday evening; the adults' advanced class meets every Thursday evening and Friday afternoons; children's class Saturday afternoons at 2:30.

Payne's Dancing Academy is the most beautiful hall in Los Angeles especially built for dancing purposes, and is often used by private parties for dances, card events and social gatherings, being rented for such occasions.

The dancing floor has some 3600 square feet of polished surface and is the special idea of Mr. LeRoy E. Payne and his wife, who preside over the academy and extend a social welcome to friends and guests. Their efficiency as dancing instructors gives to each a real prestige. The latest fancy dances are taught gracefully and thoroughly under their supervision.

It is also interesting to add that for twenty-six years the name of Payne has been identified with high-class dancing in this city. Mrs. Nelly G. Payne, mother of LeRoy, first began teaching dancing more than a quarter of a century ago, and this talented instructor whose pleasant greetings and wonderful dancing ability is so well known to many residents of this city and visitors, continues to advise with her son in the details of Payne's Dancing Academy.

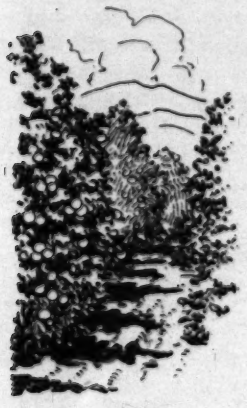
BRAHM VAN DEN BERG.

Brahm Van den Berg, the noted piano virtuoso and composer of Los Angeles, whose studio is located at Nos. 339-340 Blanchard Hall building, is one of the notable figures in musical circles of this city. He was born in 1876 at Colorno, Germany, of Dutch origin. He moved to Antwerp, Belgium, when 3 years of age. When 6 years old he took his first music lesson on the 'cello. A year later he evinced great interest for the piano, and at 10 years of age was a recognized musical genius of unusual talent, giving concerts through Holland and Belgium. Up to this time he had been under the personal tuition of Joseph Wieniawski, brother of the famous

GEO. L. RAYMOND.

Prof. George Lansing Raymond of No. 24 St. James Park, after a long and successful career devoted to teaching—nine years in Williams College, Massachusetts, six years in George Washington University, and twenty-five years in Princeton—has joined the number of those who have discovered that, of all places in the world in which to spend the vacation-time of life, Southern California is the best. When teaching, he gave instruction, at different times, in English literature, oratory, rhetoric and [illegible]

UNIVERSITY OF SOUTHERN CALIFORNIA.



There's a welcome for the world
Where the valleys broad are curled
Through the land of endless summer in the West;
Where eternal sunbeams play
'Mid the golden boughs that sway
As the zephyrs whisper songs you love the best,
While the mountains rise snow-crowned
'Neath a sky that's seldom frowned!
Come, this winter—you are welcome with the rest!

Over every garden bed
See the petals, ruby red,
Of the flaming rose a-waving in the air!
And by forest, stream or field
Not a spot may be revealed
But the treasuries of Nature are laid bare,
In this land of oil and gold
Where the people, young and old,
Have a welcome for the pilgrims that may fare.

And the yellow poppies dance
In the playful sunbeam's glance,
Whose golden glow it never fails to lend;
While the blossoms of the trees
Throw their perfume to the breeze
As a tribute which the lavish land may send
To keep the Storm King's host,
Of which the northlands boast,
From the mellow clime where summers never end.

And the hymn that labor sings
Is the chant of joy that springs
From the blessings of a fat and pregnant soil;
For there's not a dell nor plain
But yields up the joyous grain
When awakened by the magic touch of Toil;
Where the people wait to meet
With their outstretched hands to gree
And a welcome that no snowy chill may spoil.

And the roar of whirring steel
Bursts amid the crash and peal
In the factories that art has set alive;
And the deep and mighty ships
Gently glide into their slips,
With the cargoes of the nations, as all strive
To send the finest wares
That the hand of commerce bears
To the land where labor, love and capital may thrive.

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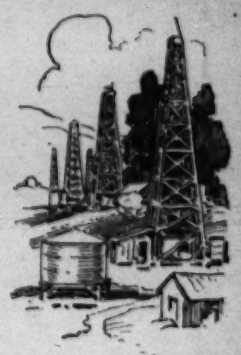
While the mountains stand snow-crowned
'Neath a sky that's seldom frowned—
Come, this winter—you are welcome with the rest!

GORDON RAY YOUNG.



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At 13 years of age Mr. van den Berg

toured Europe as a prodigy and was the soloist at the "Kursaal Symphony Concerts" at Ostende, Belgium, appearing before royal court of Belgium. He was granted a three-year purse by Queen Henriette, to continue his studies. At 16 he graduated with honors and placed himself under the famous composer, Camille Saint-Saens of Paris, and later with Herman Levy, the greatest Wagnerian conductor in the world. He later appeared in Europe, America and Canada in recitals. For four years he was head of the piano department of the Cincinnati College of Music and later of the Conservatory of that city. As a teacher he is regarded as one of the most noted in the West and is prepared to accept a limited number of pupils and to give concerts and recitals.

THE SISTERS OF MERCY.

On April 7, 1890, a small band of Sisters of Mercy arrived in Los Angeles to undertake a much needed work, namely, the opening of a home for respectable working girls. The Sisters came to this city upon the invitation of Rt. Rev. Bishop Mora, who not only indorsed the good work, but allowed the Sisters to occupy and use his own residence in their initial work. The Very Rev. Joachim Adams, Vicar-General, also proved himself a true and loyal friend to the Sisters, aiding in all their undertakings, both spiritual and temporal. After his return to Spain his kind letters were frequent and encouraging.

The clergy in general of Los Angeles, especially those of the Cathedral, have united in aiding the Sisters in their beneficent work, and among the earliest benefactors were Mrs. Victor Ponet, Mrs. D. W. McGarry, Mrs. Rose Lacouverer, Mrs. Catherine Fitzgerald and Mrs. E. Childs.

Rev. Mother Mary Bonaventure, a woman endowed with sterling qualities of heart and mind, was the foundress of the first house in Los Angeles. She was singularly fitted to lay the foundation for the many useful works of Mercy which were destined to follow such a humble beginning.

The present Superior Mother Philomena was Mother Bonaventure's companion in the foundation.

The good work of the Sisters of Mercy has developed and expanded during the past twenty-five years in a most able and influential manner. From small and modest homes the expansion has developed until the present ten-acre tract and large brick building on West Washington street, with its several extensive wings, is hardly adequate for their work.

ACADEMY OF THE HOLY NAMES.

For seventeen years the Sisters of the Holy Names have conducted this educational institution.

Its courses of study embrace the eight grammar grades, the four academic grades and a commercial course of two years. The music course is a special feature of the institution and instructions in this special department are of the latest and best tried methods.

The students privileged to follow the various branches of study in this school are a splendid testimony to the quality of work accomplished.

Recently Mrs. Michael Cudahy donated her beautiful home on Bellefontaine avenue to the Sisters. This will be occupied as a residence, but the academy will continue its work in the present building, corner of Fair Oaks avenue and Walnut street.

GEO. L. RAYMOND.

Prof. George Lansing Raymond of No. 24 St. James Park, after a long and successful career devoted to teaching—nine years in Williams College, Massachusetts, six years in George Washington University, and twenty-five years in Princeton—has joined the number of those who have discovered that, of all places in the world in which to spend the vacation-time of life, Southern California is the best. When teaching, he gave instruction, at different times, in English literature, oratory, rhetoric and esthetics. To all these departments, he has contributed, too, by his pen, many of his books having been sold extensively and having become well known not only in this country, but in Europe, where he has been made a fellow both of the North British Academy and of the Royal Society of Arts. His text-books are the widely used "Orator's Manual," "The Writer" and "The Essentials of Esthetics." The material of his lectures on this latter subject has been collected in seven volumes, published by the Putnams, namely, "Art in Theory," "The Representative Significance of Form," "Poetry as a Representative Art," "Painting, Sculpture and Architecture as Representative Arts," "The Genesis of Art-Form," "Rhythm and Harmony in Poetry and Music," and "Proportion and Harmony in Painting, Sculpture and Architecture." According to Prof. Raymond, all art is the representation of human thought and emotion through the imaginative use, by imitation or by reference, of forms appropriated from nature. This principle he applies to every possible artistic effect, whether of thought or of form; and holds that it is through understanding this principle rather than by imitating historic styles that the artist can be guided to right and original methods of production. It is said that there has never been a system of art-interpretation at once so philosophical and so practical as this. Other philosophical books by Prof. Raymond are "The Psychology of Inspiration," "Fundamentals in Education, Art and Civics," and "Suggestions for the Spiritual Life." Prof. Raymond has shown his practical interest in art, by writing also books of poetry, as "A Life in Song," "Ballads of the Revolution and Other Poems," "The Aztec God and Other Dramas," "Dante and Collected Verse," and "The Mountains About Williamstown." Some of these books have passed through several editions, and have been particularly commended for the classic qualities of their style and their successful expression of modern thought. Marion Mills Miller of the Authors Club, editor of the fifteen-volume edition of "The Classics, Ancient and Modern," has recently filled 400 pages and more with quotations from Prof. Raymond's poetry, and published them with the Putnams under the title of "A Poet's Cabinet." In Southern California, Prof. Raymond is still continuing his literary activity. Could any place be better suited for the production of either philosophy or poetry?

A. F. FRANKENSTEIN.

A leading Pacific Coast musical director, now presiding over the celebrated Orpheum Orchestra of Los Angeles, is A. F. Frankenstein. This able director gave Los Angeles its first permanent orchestra at the Orpheum Theater of seventeen musicians with the regular instrumentation, making this one of the few theaters in the United States which can boast of organization. He introduced music programmes before and after theater performances in the cafes of this city, and was the organizer of the famed Shrine Band (Al Malaikah Temple, A.A.O.N.M.S.)

Mr. Frankenstein has had musical experiences in various parts of the world. When only 15 years of age he began appearing at public concerts in Chicago. He has been in charge of the celebrated Orpheum Orchestra of Los Angeles since March 21, 1898.

Mr. Frankenstein is not only noted as a musical director, but he enjoys a prestige as a man of affairs, political leader and club man. He is a member of the Fire Commission of Los Angeles, Sierra Madre Club, the Elks, is a prominent Mason and a Knight Templar.

MISS ALLEN'S PRIVATE SCHOOL.

This is a school for the special care and education of children who through ill health or mental deficiency are deprived of the ordinary means of education. The school was established in this city in 1895 and is operated by Miss E. Maud Allen, No. 1050 Arapahoe street. The plan of education includes the simple elementary instructions of the public and private schools, and also a course of training in the practical events of every-day life, the cultivation of habits of personal care, and the enlargement of their capacity for the ordinary occupations, thus fitting pupils for the simple duties and pleasures of the home. Miss Allen has genuine prestige and the schools enjoys a wide influence under her supervision and special features of kindness and instructions.

UNIVERSITY OF SOUTHERN CALIFORNIA.

Crowning the splendid educational institutions of Los Angeles and the entire Southwest is the University of Southern California. Founded under the auspices of the Methodist Episcopal Church in 1879, and opened for instruction in 1880, the university has experienced expansion during recent years so phenomenal as to be quite transforming in character.

When Dr. George F. Bovard accepted the presidency in 1903 the institution was a very small college of precarious existence. At the opening of the twentieth century it numbered seventy-three students besides the preparatory school. During the last academic year (1913-14) the College of Liberal Arts numbered 1256 students, while the grand total in all departments was 2649, of whom 1548 were men and 1101 women. The present year's enrollment promises to reach the 3000 mark.

The university now comprises a group of colleges as follows: Liberal Arts, Law, Medicine, Theology, Dentistry, Pharmacy, Music, Oratory and Fine Arts. These have their distinctive faculties, headed by their respective deans.

The College of Liberal Arts is the central feature of the university. Its faculty comprises professors of specialized attainment, representing the highest scholarship from the most renowned universities of America and other lands.

Signal honor was done the University of Southern California when, in 1910, it was placed on a par with the State University and Stanford in the matter of granting the coveted high school teacher's certificate, which requires a year's graduate study. Already, as first fruits of this recognition, several hundred candidates have received this credential and are at present holding desirable teaching positions and principalships.

A strong graduate department has been developed under the direction of the Graduate Council, of which Dean Thomas B. Stowell is chairman. Regular graduate instruction leads to the degree of master of arts. Nineteen candidates were thus honored at the last commencement.

The university annual summer session has come to be an important feature. Large numbers of teachers take advantage of the graduate and undergraduate courses offered to advance themselves in higher culture and to win academic degrees. Another opportunity that progressive teachers of Los Angeles and vicinity embrace in increasing numbers is found in the Saturday and late afternoon classes conducted for their special convenience by regular university professors. It is thus possible for teachers to pursue university work without relinquishing their positions.

Student activities abound. Oratory, debating, glee clubs, athletics, daily college paper, Christian associations, etc. A wholesome Christian atmosphere is constantly cultivated; sectarianism is carefully excluded.

Of the professional departments the College of Law, under the direction of Dean Frank M. Porter, easily leads in numbers. When this became a part of the university in 1904 the total enrollment was sixty-one. Last year the total registration was 610. The degrees of LL.B., LL.M., and J.D. are regularly conferred. The College of Law occupies two floors of the Tajo building, at First and Broadway, an ideal location, being close to the courts and convenient to many downtown law offices.

The medical department, of which Dr. Charles W. Bryson is dean, is favorably located at No. 516 East Washington street, the building itself being a three-story structure practically fireproof. Rapid progress has been made during recent years, and with constantly advancing standards the College of Physicians and Surgeons is gaining a wide reputation for hard work and solid worth.

The College of Dentistry, under Dean Lewis E. Ford, has experienced such growth as to necessitate the erection of a new building, which is located at Sixteenth and Los Angeles streets. In the new three-story building special attention has been given to the lighting, ventilation and heating; no expense has been spared in equipping the building with the most approved and modern appliances. As a member of the National Association of Dental Faculties and the National Institute of Dental Teachers, the college is earnestly striving to place dentistry on the high plane it deserves.

And so with the other colleges—Theology, Oratory, Fine Arts, Music and Pharmacy; each in its respective sphere is paying heed to the rising standards and the modern demand for genuine efficiency.

The University of Southern California is no longer a small college—it is a great metropolitan institution of higher learning, contributing powerfully toward the intellectual and moral, as well as commercial, uplift of Los Angeles and the entire Southwest. It is worthy of the more generous support of the community, which is needed as it faces the greater demands and enlarging opportunities of the future.

HOLLYWOOD SCHOOL FOR GIRLS.

Situated in the foothills, a half hour's ride from the center of Los Angeles, and from the ocean, this modern boarding and day school for girls and young women offers the combined advantages of the country and proximity to a large city.

This school was the first private school for normal children to make teaching in out-of-door classrooms, as well as sleeping on open-air porches main features of its method.

The school is under the direction of Miss Sophie S. Hogan, its founder, a graduate of the New York Normal School of Physical Education, who has also done special work at Teachers College, Columbia University and the New York University and Miss E. Antoinette Ely, A.M., a graduate student of the Universities of Chicago, Leipsic and California, whose work as the organizer and principal of schools for girls is well known. Miss Ely's students have taken honors at the leading colleges.

The course of study, planned on modern lines, continues from the first year up through the high school, and, for those who wish it, through two years of college work. Individual care is given to each pupil and that plan of study advised which seems to conduce to her best development. The music school is in charge of prominent musicians.

The limited number of pupils, with the large faculty of specialists makes it possible to serve the best interests of the pupils. The small class offers the combined advantages of individual instruction and class competition. Those interested in knowing more about the school and its methods will send for the book of the school.

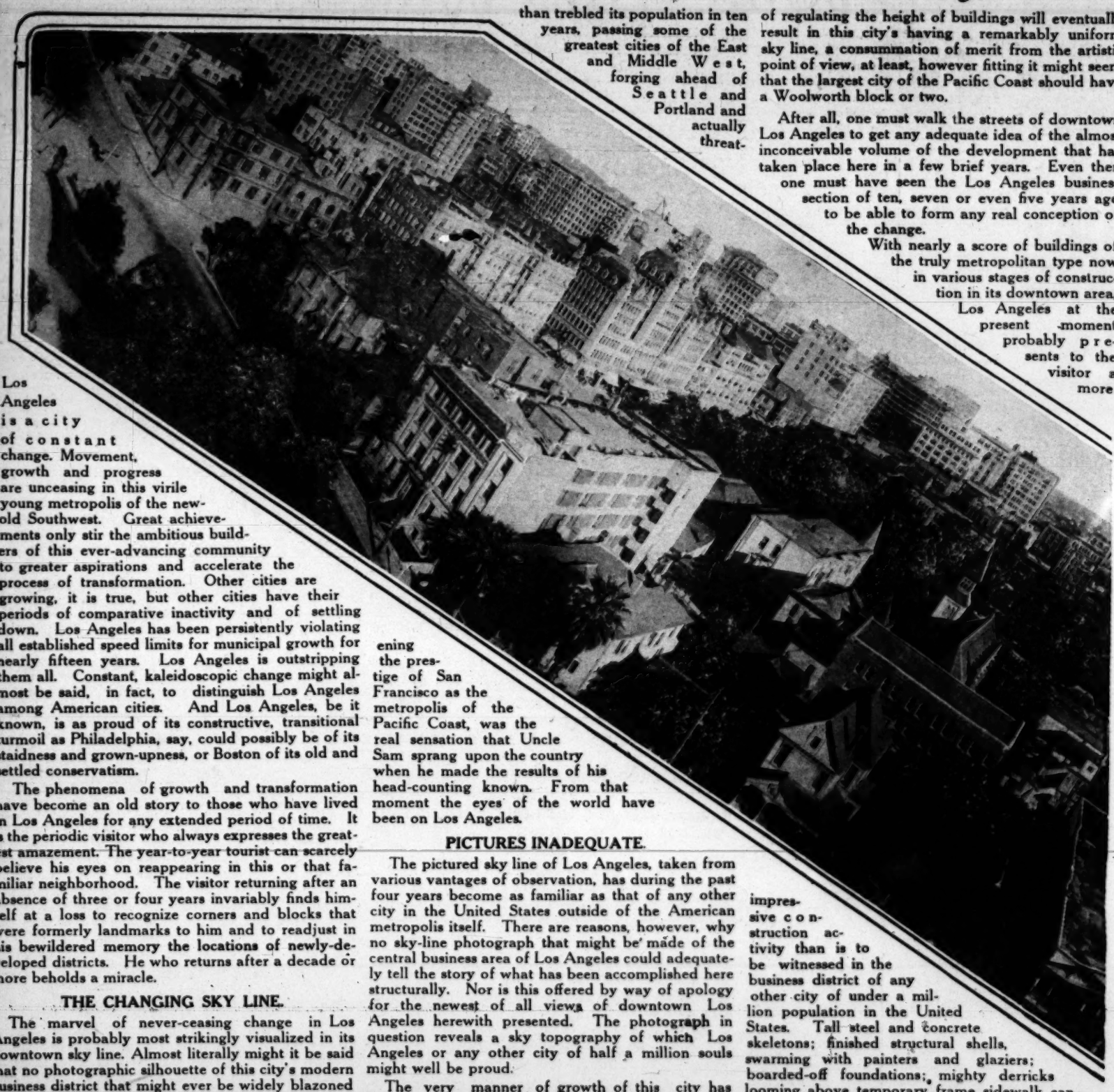
ACADEMY OF THE IMMACULATE HEART.

On Pico street, facing Kingsley drive, is the Academy of the Immaculate Heart, one of the pioneer Catholic educational institutions of Los Angeles. Resident and day pupils are given every accommodation and the system of teachings are thoroughly representative, including all the modern studies necessary to perfect the cultivated mind of the growing girl.

Pupils are received at any time during the year. Children of any denomination are admitted, providing they are willing to conform to the general regulations of the school.

It is a source of satisfaction to parents to be able to send their daughts to Academy of the Immaculate Heart, where they are surrounded with all that is good and the most efficient facilities afforded for their education and development.

Spectacular Transformation in the Sky Line of Los Angeles in the Past Five Years



Los Angeles is a city of constant change. Movement, growth and progress are unceasing in this virile young metropolis of the new-old Southwest. Great achievements only stir the ambitious builders of this ever-advancing community to greater aspirations and accelerate the process of transformation. Other cities are growing, it is true, but other cities have their periods of comparative inactivity and of settling down. Los Angeles has been persistently violating all established speed limits for municipal growth for nearly fifteen years. Los Angeles is outstripping them all. Constant, kaleidoscopic change might almost be said, in fact, to distinguish Los Angeles among American cities. And Los Angeles, be it known, is as proud of its constructive, transitional turmoil as Philadelphia, say, could possibly be of its staidness and grown-upness, or Boston of its old and settled conservatism.

The phenomena of growth and transformation have become an old story to those who have lived in Los Angeles for any extended period of time. It is the periodic visitor who always expresses the greatest amazement. The year-to-year tourist can scarcely believe his eyes on reappearing in this or that familiar neighborhood. The visitor returning after an absence of three or four years invariably finds himself at a loss to recognize corners and blocks that were formerly landmarks to him and to readjust in his bewildered memory the locations of newly-developed districts. He who returns after a decade or more beholds a miracle.

THE CHANGING SKY LINE.

The marvel of never-ceasing change in Los Angeles is probably most strikingly visualized in its downtown sky line. Almost literally might it be said that no photographic silhouette of this city's modern business district that might ever be widely blazoned in public print could be really up-to-date. New structures only partially completed as this article is being prepared will have lifted their cornices to fill in the broken upper level against the blue before the stunning sky-line photograph spread across these pages has been viewed by a single reader of the Times Midwinter.

It was not generally known until comparatively recent years that Los Angeles had such a thing as a sky line. The world was considerably astonished in 1900 to learn that Southern California and the Southwest even boasted a city in the hundred thousand class. It took the census report to convince most people that Los Angeles was anything but an overgrown Spanish pueblo and tourist resort.

The first sky-line photographs that Los Angeles so proudly exhibited to the country after general attention had been attracted this way revealed a raggedness of roof contour somewhat comparable to a cross-section drawing of a comb with most of its teeth knocked out. They disclosed the illuminating fact, however, that there were those in the place who took the city's metropolitan aspirations so seriously as to believe that Los Angeles had reached the skyscraper era.

After 1900 Los Angeles was recognized as one of the promising cities of the West, but even at that, probably no one outside of Los Angeles itself was prepared for the astounding revelations of the 1910 census. The fact that Los Angeles had actually more than trebled its population in ten years, passing some of the greatest cities of the East and Middle West, forging ahead of Seattle and Portland and actually threatening the prestige of San Francisco as the metropolis of the Pacific Coast, was the real sensation that Uncle Sam sprang upon the country when he made the results of his head-counting known. From that moment the eyes of the world have been on Los Angeles.

PICTURES INADEQUATE.

The pictured sky line of Los Angeles, taken from various vantages of observation, has during the past four years become as familiar as that of any other city in the United States outside of the American metropolis itself. There are reasons, however, why no sky-line photograph that might be made of the central business area of Los Angeles could adequately tell the story of what has been accomplished here structurally. Nor is this offered by way of apology for the newest of all views of downtown Los Angeles herewith presented. The photograph in question reveals a sky topography of which Los Angeles or any other city of half a million souls might well be proud.

The very manner of growth of this city has operated against that close grouping of important buildings that is so noticeable in some other places. The population of Los Angeles has increased with such phenomenal rapidity and in such unexpected directions that the builders of its downtown district have often been frankly up in the air in their efforts to establish a definite center. Happily enough, the scattering development that threatened for a time to string the business district in ragged lines up and down one or two main streets has been sufficiently arrested to insure a natural and orderly upbuilding. The last few years, in fact, have been given over quite largely to the filling in of the gaps overlooked in former big jumps. As it is, however, there are any number of great buildings set at such an angle and distance away from the main body of improvements as to make their inclusion in any conceivable panorama impossible.

For another thing, Los Angeles wisely or unwisely limits the legal height of its buildings to 150 feet, within which limitations no more than fourteen stories may be crowded. The absence of a few twenty and thirty-story shafts, such as pierce the sky in some places much smaller than this, might at first glance tend to minimize the importance of this city's business development in the estimation of one merely glancing at a sky-line photograph and failing to observe the tellingly impressive number of really modern structures in Los Angeles' downtown district. One thing is certain—the Los Angeles policy of regulating the height of buildings will eventually result in this city's having a remarkably uniform sky line, a consummation of merit from the artistic point of view, at least, however fitting it might seem that the largest city of the Pacific Coast should have a Woolworth block or two.

After all, one must walk the streets of downtown Los Angeles to get any adequate idea of the almost inconceivable volume of the development that has taken place here in a few brief years. Even then one must have seen the Los Angeles business section of ten, seven or even five years ago to be able to form any real conception of the change.

With nearly a score of buildings of the truly metropolitan type now in various stages of construction in its downtown area, Los Angeles at the present moment probably presents to the visitor a more impressive construction activity than is to be witnessed in the business district of any other city of under a million population in the United States. Tall steel and concrete skeletons; finished structural shells, swarming with painters and glaziers; boarded-off foundations; mighty derricks looming above temporary frame sidewalk canopies, steam shovels eating away at the dirt on cleared-off sites greet the observer on every street.

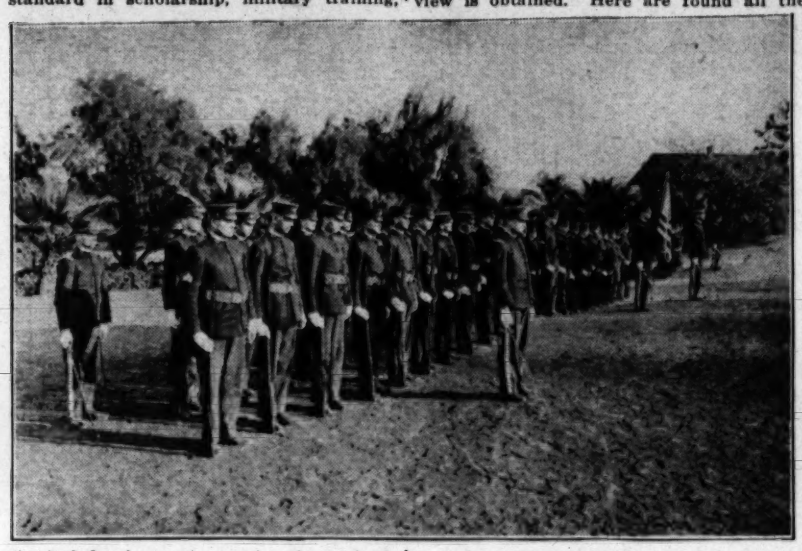
Los Angeles itself, with all its past record-breaking years of prosperity, can point to but few other periods in its history when so many costly downtown improvements were under way at one time. Ten million dollars would be a conservative estimate of the valuation to be placed upon the construction operations now being carried on in the business district alone in this city. As much, at least, is represented in other buildings only recently completed and occupied. Structural enterprises now shaping in the downtown region will entail the expenditure of many extra millions.

ON FIRM BASIS.

These are rather dull times in nearly all cities, thanks to the European war and other moot contributing circumstances, and Los Angeles, in common with other cities, although in much lesser degree than most, has experienced a falling off in general building activity as compared with other times where prosperity was at its flood. No evidence of dullness, however, is to be discovered in the downtown building situation in Los Angeles, whatever the indications at large may be, and in this unbroken confidence of the conservative moneyed men who do things is to be seen the surest and most significant proof that real estate values and business conditions in Los Angeles are on the firmest kind of a basis.

Los Angeles Military Academy—A Model Institution.

Los Angeles Military Academy of California is an English and classical boarding and day school for boys and young men. The Academy needs little introduction to the Pacific Coast, being well known for its high standard in scholarship, military training,



physical development, moral and social advantages.

This institution was established in 1895 as a preparatory school for boys, in the belief that the development of Los Angeles had opened a field for a high-class boy's school. It is the pioneer educational institution of its kind in Southern California, and successive years have but increased its popularity as a residential school for boys.

The Academy, in its new home in the hill country beyond Eastlake Park, on Huntington Drive, is easily reached from the business center of Los Angeles, as well as from outside towns and cities, yet is rural in its surroundings, being removed from the immediate reach of many of the distracting influences and dangers incident to a populous city district. This site, chosen after years of careful search and investigation, is unquestionably better suited for the purpose than any other school property in the West, being unexcelled in convenience of access, climate and in quiet attractiveness.

The campus includes forty acres. It comprises a level plain of about twelve acres, ample for athletic purposes; a middle higher section of several acres for building and ornamentation, the remainder gently rising to an eminence from which an entrancing view is obtained. Here are found all the essential natural conditions for the most attractive campus and athletic field in Southern California.

The Academy is regularly incorporated under the laws of the State of California. It offers advantages to young men and boys unsurpassed anywhere. Training for hand, head and heart is here adjusted to the ends of developing well-balanced manhood and worthy citizenship. The courses of study are such as, first, to impart a liberal education, qualifying for the ordinary duties of life, or for business and commercial careers, and, second, preparing for entrance into the best colleges and universities, technical schools and government schools.

In the building operations the bungalow style of architecture has been followed, the idea being to produce a combination of comfort and simplicity. The structures are nine in number, all new, constructed after the advice of Arthur B. Benton, a noted Los Angeles architect, the whole meeting requirements of a high-class boarding and military school for boys and young men and especially suited to the climatic conditions of Southern California.

Although a military school, the Academy's ideal is to surround the boy with an air of beauty, refinement and home, and to avoid the ugly, coarse and vulgar in appearance, speech and conduct.

The buildings are: Bates Hall, in which are the main studyroom, the commandant's office, recitation-rooms, laboratory, store and manual-training rooms; Lockwood House, the home of the small boys and their matron, and also contains the private apartments of the commandant and his family. Provision is made in connection with this building for outside sleeping privileges for a few boys. Carmelita Hall provides quarters for cadets from 12 to 15 years of age and the matron in charge. In this building cadets may have a division in the dormitory or be assigned to separate rooms. Freemont Hall is the residence of the larger boys and their matron. Here the cadets are quartered in single and double rooms, in addition to which an attractive sleeping porch, accommodating six students, has been constructed. This porch, with its dressing-room, lavatory and bath, has proved very satisfactory to those who enjoy open-air sleeping. Recreation Hall contains the gymnasium, armory, shooting gallery, bowling alleys, shower baths, lounging and billiard-room for older cadets. The Administration Building contains the business offices, library, dining-room, kitchen, commissary and the quarters of the principal and his family. There are also two cottages for the accommodation of members of the faculty and a third for employees.

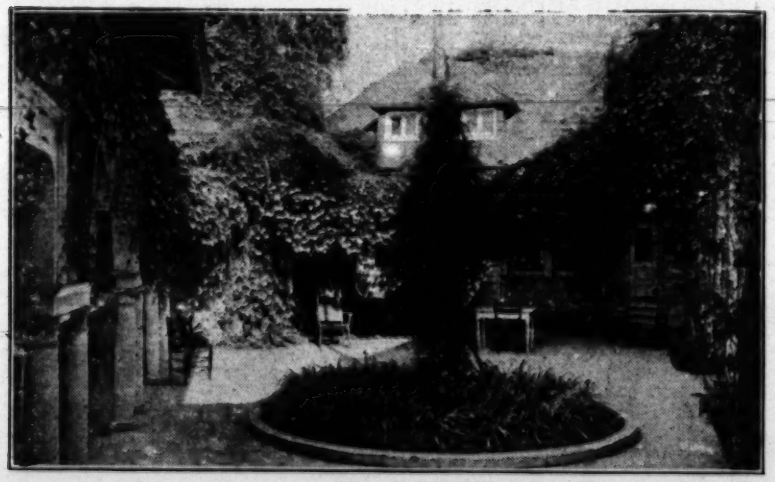
Besides the regular upper and lower school studies, the Academy offers thorough and complete business college courses, elocution and public speaking, music and specialties. All departments are in charge of specialists in their respective lines, the faculty being thoroughly representative.

Those coming from the East and interested in boys' schools will find the unexpected at Los Angeles Military Academy, and will be delighted with the freedom from the institutional features of so many schools.

Rustic, artistic, airy, open; trees, shrubbery, flowers in profusion; all in the country, yet in the city.

Handsome illustrated catalogue upon request.

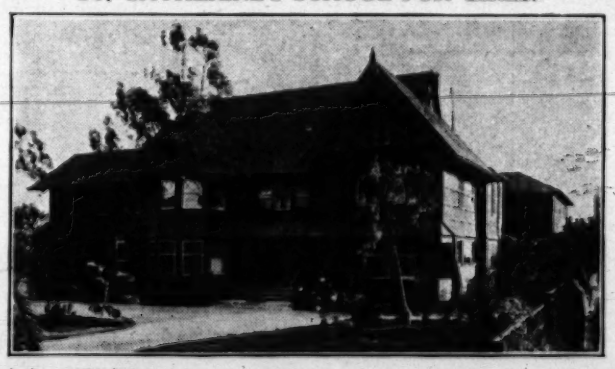
THE GIRLS' COLLEGIATE SCHOOL.



The Girls' Collegiate School, known affectionately to a generation of pupils, graduates and friends as the "Casa de Rosas," is situated at the corner of Adams and Hoover streets, in the most desirable part of the city. The school has played a most important part in the educational and cultural advancement of the community for nearly a quarter of a century. Today, with its beautiful vine-embowered buildings and its ample grounds, the school has an ideal equipment.

The thoroughness of the instruction ranks the Girls' Collegiate School high in educational efficiency. It offers six years of work, beginning with eight, or sub-freshman, grade, continuing through four years of academic study, leading to graduation and accredited at all colleges and universities. It offers a post-graduate course, fitting a girl for matriculation as a college sophomore. This advanced work is fully accredited by the University of California. The plan of study is generous, students being allowed individual latitude in the choice of elective branches. Excellent courses are offered in music (standardized methods,) art, expression, cooking, sewing, physical culture and business methods, leading to secretarial courses. Alice K. Parsons, B.A., and Jeanne W. Dennen are the principals.

ST. CATHERINE'S SCHOOL FOR GIRLS.



One of the most beautiful and well-known non-sectarian schools for girls under 15 years of age in Southern California is the St. Catherine's School, located at No. 636 West Adams street, Los Angeles.

A feature of the school this year is a Montessori class directed by a teacher trained under Madame Montessori in Rome.

AMERICAN EXTENSION UNIVERSITY.

Was organized in May, 1910, by the president, A. C. Burnham, B.S., LL.B., an educator of international reputation. The secretary is E. V. Gahan. The faculty is composed of strong men, each a specialist, having practical business and professional experience as well as being skilled writers and teachers.

The university is chartered under the laws of California as an educational institution, is located at Nos. 432-435 Stimson building, Los Angeles. Its officers have devoted all their energies to the subject of law by correspondence, having now over 7000 students, comprising men from every State in the Union. Numbers of the students have passed the bar examinations of their respective States.

The study of law particularly appeals to those who intend to adopt it as a profession, those who desire it as a part of a liberal education, and business men. The university endeavors to reach those who by business occupation, financial circumstances, age or environment are unable to avail themselves of the best resident instruction. Its course covers all subjects upon which bar examinations are held in any State, is short, practical, inexpensive and efficient.

The American Extension University guarantees to give each student the legal education necessary to stand the bar examination of his State. Confers the degree of Bachelor of Laws. Especial attention is given to the statute laws and codes of the different States. Lessons are mailed weekly, examinations monthly and close personal attention given each pupil. Service is the watchword, and the university aims with the co-operation of its students to become the largest, as well as the best non-resident university in the world.

Locally numbers of the university graduates are practicing law in Los Angeles.

BERKELEY HALL.

As a junior school and kindergarten, Berkeley Hall, No. 2211 Fourth avenue, in the heart of the residential section of Los Angeles, has become a recognized school of merit and intelligent effort.

The aim of the school is to train the individual child, to develop originality and independence of thought, to form habits of concentration and thoroughness, to foster love of truth and appreciation of the beautiful in nature, art, music and literature.

Pupils are accepted from the kindergarten to the eighth grade, inclusive.

There are separate dormitories for girls and boys and above the third grade, separate departments in the day school.

In connection with the school a summer camp in the near-by mountains is conducted, thereby providing a delightful vacation home for girls and boys.

PAGE MILITARY ACADEMY.

Page Military Academy, No. 137 West Adams street, Los Angeles, is exclusively for primary and grammar grade boys and has no high school department. It is a military school with everything changed and adapted to meet the needs of the little people. School work follows the general outlines of the public schools with much individual instruction and consequent rapid advancement. The first four grades have lady teachers. The other four have men teachers, all of whom are college graduates, each one teaching a special subject. The idea of a military school exclusively for little boys has become very popular, and Page Military Academy has proved a conspicuous success. The daily attendance is above 100.

NATIONAL SCHOOL OF ENGINEERING.

A practical mechanical school, the National School of Engineering, Nos. 2110-2112 West Seventh street, Los Angeles, teaches owners, mechanics, chauffeurs and demonstrators how to understand, operate and drive an automobile correctly. Courses are given in mathematics, physics, electricity and surveying. Positions are furnished graduates of the school, and a substantial prestige has been established.

Every department of this institution is thorough and practical, and if the young man reading this is in earnest and ambitious to get ahead, a systematic course of practical training in this well-equipped National School of Engineering will give him a foundation of accurate knowledge that will be the surest means of advancement.

A visit to the school tells the story.

THE HOLLMAN BUSINESS COLLEGE.

Having for its goal of attainment thoroughness of work rather than a huge attendance, the Hollman Business College has in its thirteen years of existence become one of the solid institutions of Los Angeles. The management owns it own building at No. 1017 South Figueroa street and uses it entirely for school purposes.

The college is fortunate in having a corps of capable and experienced instructors. The work attempted is practical and so arranged that every day counts in the mastering of the courses. Good positions are secured for pupils who show special qualifications. In its lighting, heating and ventilation provisions the school is thoroughly modern, and up-to-date.

Spectacular Transformation in the Sky Line of Los Angeles in the Past Five Years

In Los Angeles at the present time are being erected two of the largest and finest department stores in the country. One, the mammoth new home of the Broadway Department Store, is more than half completed, the first unit having been occupied while the excavations were being made for the second. The other store is the huge mercantile house recently started by the J. W. Robinson Company at Seventh, Grand and Hope, a structure a block long and a half a block deep. Each building will upon completion boast close to ten acres of floor space and will represent an investment of more than $1,000,000. Each will be absolutely fireproof and will bear the metropolitan stamp in every detail of arrangement and appointment. With the great department stores already here, these new business houses will give Los Angeles retail shopping facilities unsurpassed on the continent.

LARGEST IN WORLD.

The Los Angeles Bible Institute, now nearing completion on Hope street near Sixth, will not only be the largest and most complete building in the world devoted entirely to religious instruction, but will be one of the monumental architectural achievements of the West. Thirteen stories in height, the structure occupies a frontage of more than 200 feet in the newer western portion of the downtown district, its builders having intended that it should eventually be in the heart of things. In design the building follows Italian models, having a distinctive and beautiful facade that will always mark it from its secular neighbors.

The past year also witnessed the completion of another great downtown institution church building, the beautiful ten-story edifice of Trinity Methodist Episcopal Church South, on Grand avenue, near Ninth, which was opened to the public about three months ago. The Bible Institute is costing more than $1,000,000 and the new Trinity Church represents an outlay of nearly $750,000. The $1,000,000 Citizens National Bank building is a magnificent twelve-story structure of which any city might be proud and one of the finest of the many modern improvements on West Fifth street. The structure is not yet completed on the inside, but presents a finished appearance on the exterior. A block south, at Spring and Sixth streets, the Merchants National Bank has just occupied the ground floor of a splendid new twelve-story building costing close to $1,250,000.

SPLENDID HOSTELRIES.

Workmen are now putting the finishing touches to the beautiful New Rosslyn Hotel at Fifth and Main, one of the largest and finest hostelries on the Pacific Coast and an improvement costing well over $1,000,000. This building is of limit height and of most imposing appearance. Other notable downtown caravansaries completed during 1914 are the twelve-story Hotel Stowell on Spring near Fourth, a strikingly handsome structure costing close to $500,000, the ten-story Stillwell Hotel on South Grand avenue, and the eleven-story Hotel Clark on Hill near Fifth, a structure costing close to $1,000,000.

Nearing completion at Seventh and Broadway is the twelve-story Haas building, one of the most modern office blocks in the city. Just completed, excepting for minor details of interior finish, are the fourteen-story Baker-Detwiler block on Sixth street overlooking Central Square and the thirteen-story Corporation building on Spring near Eighth. The Hosfield building on Broadway near Third will soon be ready to house the municipal departments now cramped for space in the City Hall. The Pacific Telephone and Telegraph Company has just completed and roofed the first six stories of what will eventually be an eleven-story building on Hill near Sixth.

Other notable buildings completed during 1914 are the ten-story Metropolitan block at Fifth and Broadway, the seven-story Broadway Leasehold building on Broadway near Ninth, the twelve-story Marsh-Strong building at Ninth and Main, the thirteen-story Bronson block and the twelve-story Brockman building on West Seventh street, the twelve-story Hollingsworth building at Sixth and Hill and the eight-story Isaacs block on Broadway near Eighth.

At Broadway and Eighth, rapid progress is being made on the ten-story Merritt building, which with its classic facades will be one of the most attractive business improvements in the country. Excavations have been made for an eight-story block to be built by W. G. Kerckhoff at Sixth and Los Angeles. The foundation work is in for a thirteen-story office building projected by the "Home Builders" at Eighth and Spring and financial arrangements for which are now shaping.

NEARER THE GROUND.

The listing of these projects tells the story of what has been happening to the sky line of downtown Los Angeles during 1914 and of what is now being done to it by the builders. Plans for other modern improvements of equal importance are now being prepared in the offices of various architects. These include limit-height buildings for both corners and inside sites on practically all of the leading downtown thoroughfares. Only the improvements of a size to stand against the upper sky line of the structural development have been mentioned. Smaller buildings in great numbers were completed or started in various parts of the business district and its environs during the past year. The same change was observable on the lower levels as on the higher.

As mentioned in another part of this issue, approximately $20,000,000 was expended in building operations in Los Angeles during 1914. Outside of the business district, many exceptionally important improvements have been started, completed or definitely projected during the past twelve months. The new Southern Pacific depot, now being finished at the foot of Fifth street, and the magnificent new campus group of the Los Angeles State Normal School on Vermont avenue have both contributed to make the past year an epochal one in the building annals of the city.

Los Angeles architects are now engaged in drawing plans for nearly $6,000,000 worth of new public schools, to be built in various parts of the city with funds voted several months ago by the people of this community. Four large high schools are provided for in the issue.

Three of the finest churches in the United States are to be started in Los Angeles within the next few months. The First Methodist Episcopal Church has bought the site for a $350,000 house of worship at Eighth and Hope. At Adams and Figueroa, St. Vincent's Roman Catholic Church is about to begin a new $250,000 edifice. The pro-cathedral to be built by St. Paul's Episcopal Church on Olive between Fifth and Sixth will cost $100,000.

Modern apartments, hotels, stores, garages and other income improvements are rapidly claiming all the close-in residence zones and the home builders are spreading, fan-wise, over far-flung areas

Industrially Los Angeles is making wonderful strides, and this progress, too, is reflected in the building situation. Enormous sums of money are going into factories, warehouses, manufacturing lofts, wholesale buildings, piers, docks and shipping terminals for both rail and water traffic. In the wholesale district especially, the transformation of the past three or four years, as evidenced in the commodious and up-to-date new buildings that have sprung up, has been amazing.

STAGGERING FIGURES.

An idea of the construction record made by Los Angeles in the past five years may be gained from the statistics of structural activity preserved by the City Building Department. These figures show that from January 1, 1910, to January 1, 1915, approximately 67,000 permits were granted for structures of all kinds in this city. The total cost of these improvements is represented by the huge valuation total of nearly $130,000,000. The average right through the half decade of 13,500 permits and $26,000,000 in valuation a year has not been equalled by any other city of under 1,000,000 population in the country during the same period.

The mathematician of the department has figured out that these structural improvements of the past five years in Los Angeles, if set side by side, one touching another, would make a solid frontage of 270 miles without a break of any kind.

Even as far back as 1900 enthusiastic boosters were wont to refer to the time when Los Angeles should extend as a mighty metropolis from the mountains to the sea. That prediction is coming true. It is no longer a dream.

HAROLD M. FINLEY.

Los Angeles Military Academy—A Model Institution.

Los Angeles Military Academy of California is an English and classical boarding and day school for boys and young men. The Academy needs little introduction to the Pacific Coast, being well known for its high standard in scholarship, military training, military efficiency and clean athletics. Its graduates are found in the leading universities of the country, and in business and professional life, where they are prominent factors in the affairs of the day.

The campus includes forty acres. It comprises a level plain of about twelve acres, ample for athletic purposes; a middle bluff, ornamentation, the remainder gently rising to an eminence from which an entrancing view is obtained. Here are found all the military school for boys and young men and the ideal location for the purpose, being in the midst of beautiful and spacious grounds, and the climate especially suited to the climatic conditions of Southern California.

Although a military school, the Academy's aim is to surround the boy with an air of beauty, refinement and home, and to avoid the ugly, coarse and vulgar in appearance, speech and conduct.

The buildings are: Bates Hall, in which are the main studyroom, the commandant's

Hollywood Military Academy

Under the personal management and direction of Maj. Joe N. Hulse, head master, Hollywood Military Academy, one of the more representative educational and military training and preparatory schools for boys, has become a noteworthy and leading institution.

It is the aim of Maj. Hulse to fit boys from 6 to 14 years of age mentally, morally and physically for the higher schools of education.

At Hollywood Military Academy boys are given every advantage and afforded constant care and supervision so necessary to the welfare and happiness of young boys. The moral training of the academy is one which emphasizes the fundamental principles of truth, cleanliness and honor rather than any particular creed.

The courses offered cover the regular primary and grammar school grades. The educational work is conducted by an able corps of instructors, all of whom are college graduates and specialists in their line. Grades above the primary are handled by men teachers.

Hollywood Military Academy is well fitted to care for the physical boy. A finely-equipped gymnasium and athletic field afford ample opportunity for exercise and play. Outdoor classroom and sleeping porch make healthy living conditions.

It is an established fact that military training has solved the problem of teaching the boys erectness of carriage, habits of neatness and promptness, as well as love of country, courage and true manliness. The drills of half-hour duration daily, with frequent dress parades to which patrons and friends are invited, add to the interest of the boy at Hollywood Military Academy.

Every boy on entering the school is given a careful physical examination with the view of adapting the exercise and playground work to his special and individual needs. All of the gymnasium and athletic activities are under the supervision of an experienced physical director.

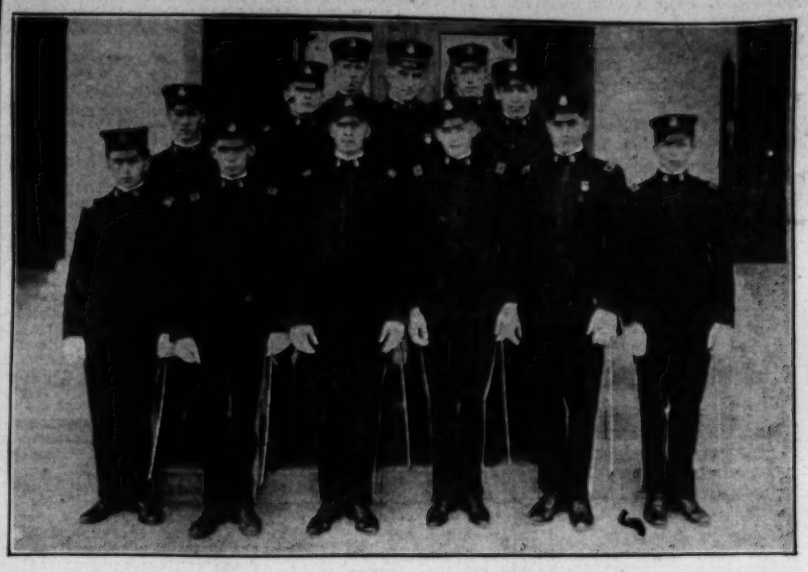
Chapel services are conducted each morning by the head master, and on Sunday cadets, accompanied by a teacher, attend Sunday-school or church designated by their respective parents, it being the earnest endeavor of this school to care for the whole boy; to teach him self-reliance and restraint; to inculcate habits of obedience, punctuality, concentration, integrity and self-respect.

Hollywood Military Academy is in no sense a reformatory, and its atmosphere is that of a home and not of an institution.

Hollywood Military Academy has one of the most beautiful locations in the residential suburbs of Los Angeles. Its palatial home and surroundings carry an air of refinement and culture that is proverbial to Hollywood. The Academy is ideally located on a rising eminence adjacent to the mountains and overlooking the valley; the buildings are set in the midst of beautiful and spacious grounds.

Maj. Joe N. Hulse, head master of Hollywood Military Academy, has had years of practical experience in military schools and is well equipped to preside over this popular institution. He is an able official who is beloved, honored and respected by the boys who attend this school, and he makes it a feature of the academy to teach efficiency.

The Harvard School



The Harvard School is a boarding and day school for boys, conducted under military plans and discipline, and more prominently known as the Bishop's School for Boys, under the auspices of the Episcopal church. The aim of this notable educational institution is "Character and Scholarship."

The season of 1914-1915 is one of the most successful known in the history of this splendidly-appointed school, which, under the guidance of the Rev. Robert Burton Gooden, A.M., B.D., who is headmaster and principal, has become a leading factor in the education of boys and young men, drawing its patronage from all parts of the Southwest, and from many visitors who sojourn in Los Angeles at various seasons of the year.

The Harvard School upon the Emery foundation, was incorporated in 1911. The school is under the auspices of the Episcopal Church and is, therefore, a distinctly Christian institution. While this is true, religious people of every denomination may be assured that the traditional convictions of their children will be respected, and every privilege of their religion will be accorded them.

The aim of the school is to prepare boys adequately to enter any institution of higher learning in the country, and to give boys who intend to enter business immediately, a thorough and well-rounded secondary education. The school stands for sound scholarship and fine character. Due prominence is given to physical culture and athletics. Boys who remain in the school for any length of time and who become imbued with the best Harvard School spirit, should be well developed physically, mentally, morally and spiritually. The school is not co-educational. The faculty is composed almost entirely of men. The school is large enough to furnish inspiration of numbers, yet not so large that the importance of the individual is lost. The classes are of reasonable size, so that each boy receives personal attention from his teachers.

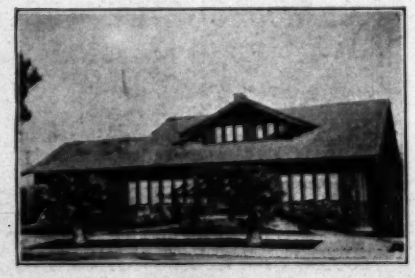
Harvard School is located in the choicest section of Los Angeles. There is a big campus of ten acres and eight splendid buildings. Here are found baseball and football fields, handball courts, cement tennis courts, a standard quarter-mile running track, 220-yard straightaway, and a parade ground for military maneuvers. Everything necessary for the athletic and military life of the schoo is found on the campus.

The buildings include Harvard Hall, the home of the high school; Junior Hall, home of the grammar school; Arnold Hall, devoted to dormitories; Rugby Hall, the housemother's apartments, a hospital room and dispensary, dining-room and additional dormitories. Gymnasium Hall contains a well-equipped gymnasium, locker and shower rooms, and the manual training building is particularly well equipped with tools, forges, machinery, etc., offering every advantage to pupils.

A beautiful new chapel has recently been completed for the use of the school.

The following are the trustees of the Harvard School: The Rt. Rev. Joseph Horsfall Johnson, D.D., S.T.D.; J. M. Elliott, Andrew M. Chaffey, Wesley Clark, Walter J. Barlow, M.D.; James Slausson, J. B. Miller, A. L. Macleish, M.D.; A. W. Morgan, Hugh C. Stewart, Charles H. Toll, Shirley C. Ward, J. O. Downing, T. B. Brown, Sayer MacNeil, the Rev. C. H. Hibbard, D.D.; the Rev. W. F. Hubbard, and the Rev. Robert B. Gooden.

WILSHIRE SCHOOL FOR GIRLS.



Splendidly located at 624 South Normandie avenue, Los Angeles, is the Wilshire School for Girls, an institution which, under the able direction of Miss I. C. Pirret, principal, has become one of the recognized educational factors of this city.

It is a day school for girls, offering to the residents of this section an education for their daughters equal to the best courses of instruction given in schools of eastern cities. It provides an atmosphere in which growth of character and personality are fostered, and in which simplicity and sincerity form the basis of true and refined school life. The faculty is composed of high-class and competent teachers, thoroughly qualified for their special departments.

BAYER-ROTHGEB COMPANY.

This corporation started work ten years ago and was known until last October as the Pacific Ornamental Iron Works and located at No. 1942 South Main street.

Its success forced it from its quarters there to its present location at Slauson and Santa Fe avenues, where factory buildings that are absolutely modern and up to date in every particular have been erected during the year, and 200 men are now employed, making it the largest manufacturer of iron and bronze west of Chicago. The officers and management of the company remain the same and have made its name stand for the best in the ornamental iron business.

LOS ANGELES CONSERVATORY OF MUSIC.

This institution has been reorganized and its faculty now includes artists of national reputation. New courses of study have been adopted which are parallel to those of the greatest music schools in America. Certificates, diplomas and medals are awarded for the completion of these courses—No. 720 South Grand avenue.

Officers and instructors of the Los Angeles Conservatory of Music and Arts are as follows: Alfred A. Butler, president, formerly medallist of the Cincinnati College of Music; Jaroslaw de Zielinski, dean of the faculty; Bernard Berg, M. Meier, Ernest Douglas, Clarence D. Kellogg, Miss Clara B. Clark, Miss Lucy Fuhrer, Miss Genevra L. Newton, Arthur Babcock, Miss Bess Daniels, Miss O. Onnita Blombert, Miss Myrtle Ouellet, Miss Eva McKechnie, Mrs. Musette Brown, Mrs. Kate McDonald Brown, Mrs. Adeltha V. Carter and others.

EMPIRE LAUNDRY CO.

This well known and representative laundry company was incepted twenty-seven years ago, and has since that time been a prominent industrial factor in the growth and development of Los Angeles.

The big plant is located near the corner of Crocker and Twelfth streets, its large buildings, office and water and power plants and equipment covering almost half a city block of ground space. Some years ago the company purchased the extensive interests of the Puritas Laundry and consolidated it with the Empire plant, making this one of the best and most completely equipped laundry organizations of the great West.

A specialty is made of hotel, apartment-house, family and high-grade individual laundry work, all departments being operated under the head of skilled laundry chiefs, who give that attention to sanitary effects and cleanliness that insures efficiency.

Officers of this company are B. G. Strawser, president and manager; F. E. Fay, vice-president; and G. H. Fay, secretary. The Fays have been connected with this plant for the past twenty-one years, and Mr. Strawser about six months. They have one of the most up-to-date and representative laundry organizations operated under an efficient management, and it is a credit to this city and Southern California.

The officers are men of affairs who believe in the growth and progress of Los Angeles, and they are ever ready to aid in boost enterprises that have a tendency to aid the growth of this city along meritorious lines. They have won success in business because of energy, ability and knowledge of the laundry trade, its demands and requirements.

GEORGE A. BODEN.

The subject of this sketch, George A. Boden, was born in California in 1876. He has been a resident of Los Angeles for twenty-two years. He is a graduate of the University of Southern California, and has been active in the practice of law for eleven years.

Mr. Boden served on the County Board of Education for two years, and has always been active in public affairs. During the recent campaign he was a candidate for judge of the Superior Court, and made a splendid showing, although not being elected. He is a man with many friends in Los Angeles county, and is an attorney and counselor-at-law who believes in the dignity of the profession and of all the courts.

THE CALIFORNIA OIL AND ASPHALT COMPANY.

Manufacturing the celebrated "Premier" asphalt for high-class street paving, The California Oil and Asphalt Company has become a factor in the asphalt trade of Southern California, "Premier" asphalt being used in a number of cities by leading contractors with satisfactory success.

Figueroa street in Los Angeles, from Washington to Jefferson streets, one of the most attractive boulevards of the city, was laid with "Premier" asphalt. This is one of the real show thoroughfares of the Southland, and gives evidence after steady use of the substantial quality of asphalt manufactured by this firm.

Part of Santa Barbara avenue, one of the long streets of Los Angeles, is now being paved with "Premier" asphalt, the quality being pronounced by street-paving experts to be the very best asphalt obtainable.

The refinery of The California Oil and Asphalt Company, located at Vernon avenue and the Santa Fe Railroad tracks, is an active example of substantial industry, which has become a recognized factor in the refining trade of the West.

The quality of its product under the "Premier" brand has won recognition, the results obtained showing that the company's motto of "quality first" surely wins, and today the concern has a large and representative plant furnishing the highest grade of asphalt to the leading contractors of Southern California.

PHONE F-3510

J. GERZ

LADIES' TAILOR

504 TITLE GUARANTEE BLDG.
FIFTH AND BROADWAY
LOS ANGELES

The Two Great Reasons Why—Soil and Climate.

THE State of California has richer, more numerous and more extensive resources or assets to the square foot of her territory and to the cubic foot of her atmosphere, all things considered, than any other part of the footstool of the Most High. This may seem a sweeping statement, but it is the purpose of this article to prove it.

The State has mines producing almost every mineral for human use. In addition to the other minerals it produces more crude oil than any other part of the world. Its crops are more diversified, more abundant and of more value than those of any other section of the world. Its woods are equal to those of any upon the earth, while the seas along the shores of California teem with abundant and valuable food fishes.

Great are its mines, great are its forests, great its crops, but the greatest of all the assets of California is undoubtedly its climate. The soil of the State and the climate are by far its two greatest treasures, and they are greater than those of any other part of the globe. Illinois, Missouri and other States may have just as rich soils, but they have not the skies above them so mild as to permit of the growth of nearly everything known in semi-tropical regions plus a great many tropical products, and everything that grows in the temperate zone besides. Soil and climate—these are the two most potential factors that have made for the unparalleled development of Southern California.

Forty-six years ago I was standing with a schoolmate who had come out here to see me where Gen. Banning's little train met the stage line from the city somewhere about where Vernon is now. It was about November, and the Minnesotan kicked the soil under his feet with the remark, "Surely nothing will grow in that." My reply was that everything he could grow on the richest prairies of Minnesota would grow there better than in Minnesota. He asked why the dead appearance of the plain, and my reply was to point out that for six months not a drop of water had touched that plain, followed by the inquiry, "What would the Minnesota prairie look like after so long a period of drought?" Then the visitor from the North Star State was asked to suspend his judgment until he got to the city and saw flourishing orange groves and vineyards on the very identical type of soil that he was despising.

About thirty years ago I was reporting on a Los Angeles newspaper, and coming across from the old Courthouse to the Jones block on Spring street, where the journal was published, Andrew Furrey, a brother of Maj. W. C. Furrey, standing in the Furrey hardware store, called me across to controvert views expressed by a tourist from Illinois. Furrey asked me whether it was true or not that our soils were the best in the world, and my statement was like this: "We can grow anything in California that will grow in Illinois, yielding bigger crops than the Sucker State, and we can grow besides scores of things of greater value than anything the richest soil in Illinois will produce." The Illinois man, with a laugh, replied: "Now you know you're wrong, for you cannot produce any corn at all here." I said to Furrey: "You take this sucker with legs, where fins ought to be, down to Santa Ana tomorrow, buy tickets to go and return, give him a good dinner at the hotel, hire two saddle horses and take him out into Gospel Swamp on the following conditions: If you do not show him corn with three ears to the stalk so tall and strong and straight that he, standing up in the stirrups, cannot reach the lowest ear, then you shall be quits. But if you do show him corn such as I have described, then he shall pay you back all the expenses of the trip." The Illinoisan accepted the bet and paid the bill on their return to the city.

As stated above, other parts of the world have as rich soils and produce as abundant crops of certain kinds as anything that will grow in the State of California. Illinois has prairie soils as rich as any in the world. The same is true of Mexico, Cuba, Jamaica and other parts of the tropics. But neither Illinois, Mexico, nor any other portion of any continent nor any island of the sea has just the climate that lies over every inch of California, barring the high Sierras.

The soil down near Vernon is composed of disintegrated granite richly larded with an abundance of vegetable mold. This soil is so rich and the climate so salubrious that with average rainfall cereal crops will do too well, growing so rank that they lodge and rot upon the ground unless grazed by flocks of sheep or bands of cattle during the early spring.

The prairie lands of Illinois will produce undoubtedly quite as abundant crops of corn as can be grown in Orange county, but no more abundant than the California soils will turn out. Minnesota will produce as good barley as can be grown in any part of California, but no more bags to the acre and of no better quality than the California product. So I might run the whole gamut of all the crops grown in all the States of the north temperate zone, and California would come out quite even with the best results in any State in the Union or in any country in the world. Soils that are so prolific are surely a great asset for any commonwealth to boast of.

But when to these soils you add the climate of California, then you set the Golden State upon a pedestal of wealth so high that there is no comparison between it and any other part of the world. Spain may produce oranges that are comparable to those of California. Italy's olive groves may, in a certain way, be compared with ours without great disadvantage to the European peninsula. But there are no olive groves in Italy and no orange groves in Spain that will produce quite the results obtainable from the California groves, either in quantity or in quality. The olive oil of California is much richer in vegetable fats than the best product turned out of the mills of Lucca, and the California oranges have a piquancy of flavor that makes them much preferred to the best grown in the province of Valencia in old Spain.

It is a rich acre of ground in the fattest prairie in Illinois that will produce twenty sacks of wheat, or one ton, to the acre. It would be worth, at the best market price, about $40—the result of the farmer's year's work on his acre. Now no one will dispute that the soil in Illinois is equal to the average soils in California. But when to the California soil we add the influence of its climate we have a possibility realized hundreds of times a year of having an orange grove with 100 trees to the acre, five boxes of fruit to the tree, or more than a carload to the acre, which will bring in the eastern markets $1000 to $1500 a carload, and which in ordinary times under average conditions will return to the grower $500, or a dollar a box.

An acre of grapevines in California will produce three to five tons of grapes, and each ton will make 140 gallons of wine, or at least 420 gallons from the acre of grapes, which at the lowest market value, 10 cents a gallon, will more than equal the best results of the wheat farmer in Illinois.

There are numerous crops that grow out of the rich soils of the State of California under the benign influence of its mild climate which are worth, as in the case of the oranges, many times more than will come from the marketing of the best cereal crops in the north temperate zone in any part of the world, and as in the case of the wine, more than can be got for any product of the north temperate zone in any market on the face of the earth.

Another advantage of California is that there is something coming from the soil and the climate to be marketed at good prices not only every month but every week and indeed every day of the year. The Washington navel orange, whose original habitat was Baya, Brazil, near the mouth of the great Amazon River, does better in California than in the place where it came from. The Valencia orange of Spain grows larger, solider and of finer flavor in California than in its native habitat. So it is with the Mediterranean sweet, and the little mandarin of the Orient, sometimes known as the kid-glove orange. So with the lemon of Sicily, it does better in California than anywhere else. So it is with the grapefruit, which rivals the best products of this kind from the groves of Florida.

There is not a day in the year that citrus fruit in all three varieties is not marketed from the groves of California. The crops are larger, the quality is finer, and the prices obtained are higher than may be said of any rival crops. The alligator pear, the cherimoya, the dates of the Sahara Desert, and about every known product of the whole vegetable kingdom useful for human food, may be grown under the mild skies of California, out of its rich soils, in more abundant measure and of finer quality than from any other soils on earth or under any other skies.

This article might be extended indefinitely, going over a hundred examples, as the citrus fruit has been touched upon, with the same showing in each case. There is opportunity here in California for the manufacturer and the merchant. The miner can enrich himself by delving in its rocks. But when all is said, the greatest assets of the State are its soil plus its climate. They are so today, and they will be so tomorrow and all the following tomorrows.

GEORGE W. BURTON.

Merchants National Bank Bldg.

THE CALIFORNIA-ARIZONA CONSTRUCTION COMPANY.

The California-Arizona Construction Company is a Pacific Coast corporation organized under the laws of the State of California, having its main offices on the seventh floor of the Brockman building, Seventh street and Grand avenue, Los Angeles, Cal.

It is a new company, having been organized in June of the year 1914. The business of the company is the construction of street improvements, including the laying of asphalt and other permanent forms of pavement, and it has already completed and now has under way large contracts for the improvement of public streets in Los

deavor, but the continuing, rather, under the same management and organization, a firm with which the members of the new firm and organization were perfectly familiar, and the smooth, continuous operation of a large force of men who remained under the same management as before and were hardly cognizant that there had been a change from one company to another.

The new company is building up and making additions to its plants, machinery and equipment, and in other ways bending every effort toward perfecting an organization and equipment that will facilitate the continued laying of the high-grade pavements for which the Barber Asphalt Paving Company has long been known.

The California-Arizona Construction

THE EAGLE MOTOR COMPANY.

The Eagle Motor Company, which manufactures the Eagle Puncture Proof Tire Solution, is one of the concerns of the city that is popularizing Los Angeles products abroad. The Eagle solution, although beginning to be known everywhere, is strictly a home product, and as such is entitled to bear the "Made-in-Southern-California" label. It is handled by all leading jobbers and dealers in automobile, bicycle and motorcycle supplies, and is finding an ever-widening market.

The solution itself has been thoroughly tried out under conditions that constitute a real test of its merits. In the recent Corona road race the Eagle Motor Company's entry, the Klein-King car, maintained a record of thirty-eight laps at an average speed of eighty-five miles an hour without measurable harm to its tires. The secret lay in the Eagle Puncture Proof Tire Solution, which kept the tires cool and prevented trouble. This was a test under the severest imaginable conditions.

The solution that works such miracles contains a fiber suspended in every drop of its pasty fluid. This fiber enters instantly any ordinary hole in a tire, and the fluid gathering around the fiber itself forms in a jiffy an effective plug, stopping the leak. This, as all drivers who have used the solution will testify, is not a theory, but a fact. The solution overcomes the nuisance and expense caused by slow leaks, banishing this most annoying of all tire troubles. Having, as it does, a cooling effect on the tires, it materially reduces the risk of blowouts. Its champions declare that it is the one such solution that will not dry up or get lumpy and which retains its strength indefinitely. In the event blowouts do occur, the tube can be vulcanized without necessitating the removal of the solution. Thus is its popularity with automobile owners accounted for.

The Eagle Motor Company has its office and factory at Nos. 1877-79 West Jefferson street, where also is maintained an up-to-date garage and service station. The latter place is open day and night, and is in charge of first-class mechanics. The use of the Eagle solution as a tire preservative and conserver was first popularized at the garage itself, where its use for tire troubles always brings patrons back to the establishment. Expert repair work and painting are equally to be classified as specialties of the Eagle headquarters.

P. O. Gordon, president and general manager of the company, and Charles E. Strong, secretary and treasurer, are now signalizing their noteworthy successes in the manufacturing and business fields by enlarging their present main plant and garage and by the erection of an entirely new garage at the corner of Van Buren place and West Jefferson street. This garage will be a brick structure of the true metropolitan type, covering a ground area of 100x40 feet. Everything that goes to make up a modern garage will be installed, and it is the intention of the company to handle as complete a line of automobile accessories as is to be found in the city. The additions and the new building virtually represent a doubling of the present business facilities of the concern and betoken the kind of expansion that invariably follows and is consequent upon honesty and merit of output and service plus that initiative which goes with good business methods.

The solution that is put forth by the Eagle Motor Company is an absolutely guaranteed product, and that guarantee represents a real willingness upon the part of the manufacturers to make good their statements about it. Messrs. Gordon and Strong admit without reserve that the claims they make for their product have an extravagant sound. They ask only that their solution be given an honest trial, and point to the factory and business they have built up as the result of the satisfaction they have given others. Tire troubles are an old story and a well-known story, and the tribulations of the automobile owner from this source alone have served to dissuade many a prospective auto purchaser from acquiring a car. The men of the Eagle Motor Company declare that they are not only popularizing their solution, but are helping to popularize the use of the automobile itself by making a product which reduces tire trouble. They lay particular stress upon the fact that the solution they manufacture has the advantage of working automatically, thereby eliminating delay, labor, nerve strain and, at times, profanity. Tires treated with the Eagle Puncture Proof Tire Solution may almost literally be said to fix themselves. The same guarantee that accompanies the solution is given by the company to its service work.

THEORY VS. PRACTICE.

The student of current events, in his efforts to keep pace with the ever-shifting trend of public thought, finds himself bewildered at times by the vast variety of opinions and suggestions, all doubtless formed and offered in true sincerity by those equally interested in determining the course along which our great Ship of State should sail.

Among the many suggestions put forth as a cure-all for imaginary diseases of the body politic is public ownership of so-called "public utilities." The instances cited where success has followed such ownership invariably ignore the fact that such measure of success has been in spite of public ownership and not by reason of it. Publicly-owned street car systems, for instance, have almost always, if not in every case, been taken over by communities, either by purchase or upon the expiration of franchises only after the pioneer development had been done by private capital and a population settled along the lines of transportation, making its continued operation possible even under the mismanagement which characterizes the government of our American municipalities.

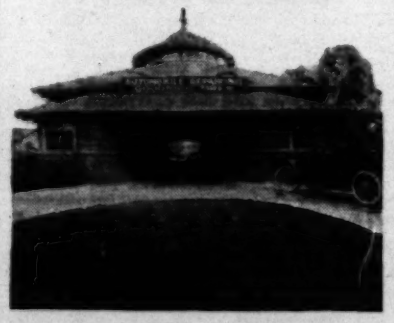
If there is a single utility that a municipality should be fairly able to manage it is a water system, the technical features connected therewith being few and not of a severely technical character, it does not follow, however, that many and expensive mistakes have not happened under municipal ownership of water plants. One does not have to go 1000 miles from Los Angeles to find an instance where more than thirty millions of dollars of public money has been spent, doubtless with absolute honesty so far as expenditure is concerned, yet with the result of many thousands of inches of water available, for which there is no present demand or use. The municipality does not require it, and it cannot lawfully be used elsewhere. Naturally the question arises, would careful business men have spent such large sums of their own money, or money controlled by them, without knowing in advance what was to be done with the product of the plant to be produced?

Another alleged instance of successful public management is our National Postoffice Department, which, among other blessings, has given us parcels post. In accepting this wonderful gift at the hands of the present Postmaster-General, have we given any thought to the antiquity of the whole transaction by which this tremendous volume of traffic was taken from regular channels of transportation and thrown into the postal department, where it is handled absolutely free of cost to the government under contracts with the railroads based upon weights of mail determined years previously, when no thought was had of increasing the weight of parcel post mail from the maximum of twenty pounds to fifty pounds in the second zone? The immorality of this act has never been defended by the parties responsible for it, and the asininity and harmfulness of the thing itself is shown by the shipment of carloads of fifty-pound sacks of flour by parcel post, for which the government receives less than a fair compensation for hauling tonnage that should go by freight, and the railroads get not one cent for transporting it. It is the same spirit of ruthless disregard of right displayed by Postmaster-General Burleson in his advocacy of the Postoffice Department taking over the telephone systems of the country and running them as a tail to our badly-managed Postoffice Department. He would not consider the purchase of the two great competing telegraph systems that today reach every village and hamlet with a splendid and efficient service at rates controlled by the Interstate Commerce Commission and based on the theory that the users of the service should pay all of the cost thereof—a theory fundamentally sound, when compared with the nationally-owned telegraph system of Great Britain, where one-third of the cost of the service and all of the interest on the investment is charged annually to a deficit, to be made up by general taxation. Mr. Burleson says that national ownership would extend the service to the masses instead of to the "classes." In this he has overlooked the fact that national governments never originate or develop great enterprises, and that compared with all the nations of the earth the United States has under private ownership the greatest telephone development and the most efficient service in existence—Los Angeles leading the world with one telephone to every four people—while the nations having governmental ownership have the lowest development and the poorest service. Great Britain has recently purchased a competing privately-owned telephone system in London for the reason that the system was making such rapid strides into public favor that it was interfering with the governmental-owned telephone and telegraph systems.

A further and most important result following private ownership has been the wonderful development of the art itself, in which the United States today stands first as a nation, with Los Angeles leading as to cities. The Home Telephone Company has recently developed through its engineering department a perfect semi-automatic device, which it has put into use in connection with its manual private branch exchange equipment, resulting in greatly speeding up a hitherto excellent service. Improvements of this character would be most improbable in a utility not privately owned and managed, there being no inventive creation without the hope of profit to stimulate such effort.

Not only was the telephone an American invention, but practically every improvement in it has also been of American origin, all brought about and made possible by the free competitive conditions prevailing here. Conditions that are essential to growth and improvement of any character. Monopoly of any kind, not excepting governmental monopoly, means inevitable stagnation, while competition brings vitality and advancement.

WHEELING & ROGERS.



One of the busy industrial institutions of Los Angeles is that of Wheeling & Rogers, No. 746 Lake street, specializing in high-grade machine work, automobile and gasoline engine repairing, gas engines, belting, oils, grease, etc.

The machine shop is equipped with all modern machinery and devices known to the trade. Special tools for the different makes of cars are provided and a good business is the result.

This firm was formed about one year ago by Frank L. Wheeling and Fred A. Rogers. Mr. Wheeling, previous to this, was in charge of the C. A. Canfield machine shop for eight years, and Mr. Rogers left the Peerless Agency in this city to join the firm. Both are capable automobile mechanics and familiar with all the details of the machine shop trade.

KEISTER'S LADIES' TAILORING COLLEGE.

Under the direction of F. A. Laird, principal, Keister's College, corner of Twenty-first and Estrella streets, has become an established and representative institution. Dressmaking and tailoring are taught in the most comprehensive and thorough manner under the Keister system. This college helps women help themselves. The women pupils are taught in the most able manner how to make their own tailored gowns, suits and garments of all descriptions under the instruction of first-class designers and fitters. The system consists of practical, easily learned methods in pattern-making, being a simplified tailoring system of the highest order. Many Keister students design, fit and sew for themselves, friends and patrons. Full course of instructions is only $25. Your opportunity is now.

PANAMA-SUCCESS COOLER COMPANY.

An interesting invention that adds to the industrial prestige of Los Angeles is the Panama-Success cooler, providing refrigeration by evaporation. A most simple device which fills a long-felt want, and which has met with general approval wherever used.

The Panama-Success Cooler is a pottery refrigerator for the home. It purifies city water by removing the germs and the dirt, and also aerates and cools the water. It is ideal for providing pure drinking water and for cooling butter, cream, fruits and vegetables. It fills all the requirements for home use and is sold for $12, with supplies for one year.

Coolers for office use provide pure water along perfectly sanitary lines. They are efficient, economical and cannot overflow. Filter service is provided twice each month. Only $1 per month. The new 1915 model distilled water cooler will be ready this month. It makes water 100 per cent. pure. Order now, so you will get one.

These coolers are made in Los Angeles and sold and rented to parties throughout Southern California and in adjoining territory. The Panama-Success Cooler Company maintains offices at 710 Van Nuys building, under the personal management of W. H. Reeves, who is always ready to give information and fill orders for Panama-Success Coolers. Agencies wanted in all cities.

JOS. MELCZER & CO.

The house of Joseph Melczer & Co., of Los Angeles, was incepted and established in this city some thirty-one years ago as a modest wine and liquor establishment. The business has grown and expanded under efficient management as the city of Los Angeles has developed and advanced, until today this is one of the leading wholesale and distributing organizations of its kind in Southern California, catering to the trade of the entire Southwest.

A large and representative class of liquid merchandise and specialties in imported and domestic goods is carried, particular attention being given to the sale and distribution of California wines and home products, which meet with ready sale and demand wherever handled by wideawake retailers.

A specialty is made of distributing the celebrated Schlitz Milwaukee beer, and a large patronage is enjoyed by this product.

Officers of the house of Jos. Melczer & Co. are such men as I. Summerfield, Joseph Melczer and G. L. Summerfield, each of whom has been identified with the mercantile industry of this city in a progressive manner. They believe in Los Angeles and are always willing to boost and encourage meritorious enterprises which have a tendency to increase the industrial and commercial enterprises of this southwestern metropolis.

The establishment of this pioneer house is located at Nos. 141-147 South Main street, where prompt attention is paid to their orders and business.

KELLOGG OIL CO.

This representative company was incepted about seven years ago to do a general oil jobbing business. The company buys and sells oil of various kinds, crude and refined, supplies crude oil to refineries, furnishes gasoline to garages and distributors, and operates throughout Southern California, the San Joaquin Valley and parts of Arizona.

Officers and owners of the company are such well-known business and oil operators as F. R. Kellogg, S. R. Roseberg and G. J. Symington. Twenty men are employed in the conduct of the business. Seven huge trucks are used in delivering oils and gasoline, and the trade of the company has shown a substantial increase with each year.

It is such institutions ably directed that add to the industrial history and development of Los Angeles.

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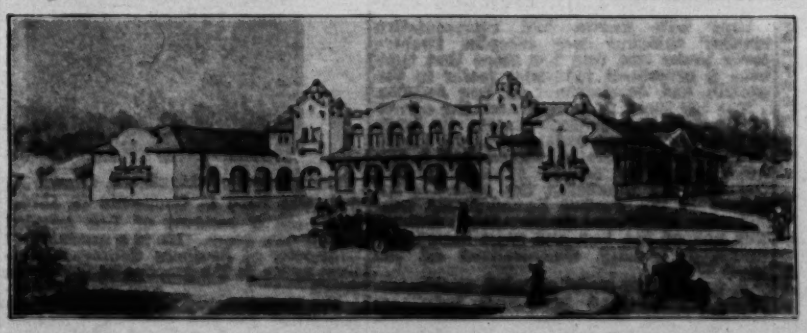

C. H. RUSSELL, Architect.
Los Angeles.
1114 W. P. Story Bldg.
Specialist in School Buildings.

Foreign Trade Opportunities of Southern California

WHEN the trade balances of the world are cast up a decade or so hence, the foreign commerce of Southern California will be recorded in two periods — that from about 1875 to 1915, which may be called the period of the export of agricultural and horticultural products, and that from 1915 on, which may fitly be termed the period of the export of manufactured products. But whereas the period of the export of the products of the land will show practically no foreign export of manufactures, that of the export of the products of the factory will show agricultural and horticultural products still figuring prominently in the totals. It is more than likely, indeed, that the aggregate value of the products of the land exported in the decade following 1915 will be greater than for the decade immediately preceding, but their relative importance will grow steadily less through the more rapid increase in the export of manufactured products. The export of both agricultural and manufactured products will be greatly stimulated by the European war, with the result that California will begin to figure extensively as an exporter several years earlier than would otherwise have been the case.

OUR RECORD.

California's first exports were in the form of hides and horns, these being sent abroad back in the sixties when the only industries of the State were pastoral and mining. Then came the "discovery" of wheat in the great central valleys of the San Joaquin and Sacramento, and for three or four decades a large part of California's annual crop of that cereal found its way to Europe by way of Cape Horn. Later, the better returns yielded by barley resulted in most of the less intensively tilled areas of the State being devoted to that useful grain, and it has continued the predominant cereal down to date, when the crop of this year, with a value of over $20,000,000, has exceeded all records of the past. With the abnormal demand for wheat created by the European war, it is probable that greatly increased acreages of this main item of the army commissariat will be put in the coming season, but in the ordinary years of the future barley will undoubtedly continue to figure as California's principal cereal export.

The fact, however, that practically every acre of California land which can be tilled is far and away too valuable to devote to cereals will, in the very near future, make wheat, barley and oats comparatively negligible items of production as compared with citrus and deciduous fruits, beans, cotton and other products of intensive cultivation. Many of the latter products have been appearing in the export columns for a number of years, although the fact that demand for them in the United States has usually increased faster than the supply has made it difficult to build up an extensive trade in them with foreign countries. This fact will also operate strongly against the export of certain products in the future, for in nearly everything which California raises the American consumption is increasing not only in the aggregate, but per capita as well. This is a very healthy and desirable condition, however, in the guarantee it gives against overproduction in any line.

* * *

AVIDITY FOR FRUITS.

It is this avidity of the American markets for California citrus fruits, for instance, which had made the export of them one of quality rather than quantity. Europe and the Orient have their own oranges close at hand, but when, on some special occasion, something a little better than the best is desired, it is California fruit which has the call. The very highest class hotels of London, Paris and other continental capitals serve the California orange for the same reason that they serve the date of Muscat, the cheese of Holland and Switzerland and the champagnes of France—because the public believes there is none other as good. This satisfaction of the demand of epicures will probably be the limit of the exportation of California oranges to Europe unless the output is increased much more rapidly in the future than in the past—or—a more unlikely contingency—some other locality can raise a fruit which the bons vivants of the Old World pronounce equal to that from the Pacific Coast of America. Australia has begun taking a considerable quantity of early oranges from California, as these can be laid down there in the season in which the orchards in the south of the commonwealth are only in blossom, and this trade it is probable may be greatly increased, especially if the Pacific Coast takes kindly to the importation of Australian beef and mutton. Excepting petroleum, which is in a class by itself, California's exports in the past have been principally made up of dried and canned fruits, and although the European demand for all of these has been considerably upset by the war, there is little doubt that the foreign markets will be able to absorb indefinitely everything of this kind that can be produced in excess of the American requirements. The staples of this trade are prunes, raisins and apricots, with the demand for all of them mounting up steadily from year to year. Europe dries great quantities of deciduous fruit of its own—France, Spain, Italy, Greece, Bosnia and even Syria in Asia, contributing to the supply—but here, again, the super-excellence of the California products has made it possible to ship them all the way across America by rail, by steamer across the Atlantic, and again by rail to the point of consumption, and still allow them to have the gilt-edged markets all over the continent almost to themselves. California prunes have been produced in sufficient quantities to make it possible to build up a really great export trade in them, with the result that they are practically a staple in Europe, Asia, South America, and even Australia and Africa. Such a trade could also be built up in dried apricots were it not for the fact that home consumption seems to be increasing almost as fast as production. There has been a steady gain in the export demand, however, and with any great extension in the apricot acreage it will be possible to build up a most lucrative foreign trade in them.

* * *

PETROLEUM FIRST.

California's principal item of export for many years to come will be petroleum, the direct consequence of the fact that this State produces over one-third of the total oil output of the United States, and over one-fourth of that of all the world. The fact that there are only two really great oil fields —those of the Tampico region of Mexico and the Baku peninsula of Russia—in all the world outside of America, and that the latter of these is falling off very rapidly in production, makes it an absolute certainty that an ever-increasing amount of the world's consumption must be supplied from California. It has been the export trade, in fact, that has proved the most important factor in disposing of the tremendously increased production of the last few years in the California fields, and the steady demand for oil from abroad is operating strongly to keep down the accumulation of an undue surplus even in the face of this year's record-breaking yield of upwards of 105,000,000 barrels. The oil fields of the Orient—those of Borneo, Sumatra and Burma—producing about 15,000,000 barrels a year between them, are capable only of supplying the needs of their immediate vicinities, leaving all the rest of the Pacific countries—notably China, Australasia and South America—to draw the ever-increasing quantities of oil which they are using from California. The largest oil export contract ever drawn was recently signed by a California oil company and a mining concern in Chile, by which the former is to supply the latter with liquid fuel for the next five years, an increasing quantity to be delivered each year. The opening of the Panama Canal also opens Europe, Africa and the east coast of South America to the California oil markets, and the entry of the Royal Dutch-Shell interests and the British Union Oil Company into the California field indicates that the latter is to be the principal source of supply for the British merchant marine and navy.

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AS TO COTTON.

California cotton has been on the export list from almost its first season in the Imperial Valley, most of it going to Japan. That country and China are anxious to take all of that valuable lint which the lands of the rich inland valley can produce, but it is only a question of a few years until California will realize the higher economy of exporting finished materials rather than raw products, and will establish cotton mills of her own.

California has been exporting wine for many years, not a small portion of which has gone to France, to reappear in this country later, however, in French bottles, bearing French labels and at French prices. The European war will render a great service to the California wine industry in forcing the American consumer to use an increasing quantity of the home vintages, for the main battleground of the Germans and the allies has been the district about Rhéims and Epernay, the very heart of the French wine industry. From her 330,000 acres of vineyards California is now producing from 40,000,000 to 45,000,000 gallons of high-class wine every year, and with the American bon vivant forced by the war to give some of them a trial, it is safe to say that a greatly heightened home demand will continue even after the great European struggle is over. The South American wine market will bear looking into by the California viniculturists at this time. Save for a few millions gallons of very ordinary wine produced in the provinces of San Juan and Mendoza in Argentina, and in the central valley of Chile, this whole continent has hitherto depended upon Italy, Spain and France for what it had to drink. Between the destruction of the French vineyards and the disturbance of the shipping facilities, it is probable that the European export to South America will be cut in half, and while the purchasing power of that continent has been undoubtedly reduced through the dislocation of the European market, there is no reason why some of the higher grades of California wine could not be offered to advantage. In the lower grades, of course, it would never be possible for us to compete with Italy and Spain. The tropical Latin-American countries—the Central American republics, and Peru, Ecuador, Bolivia, Colombia, Venezuela and Brazil—none of which produces wine of its own but all of which consume largely, offer the most favorable markets.

The production of minerals in California is not likely to be greatly affected by the war, as this State is not, like Arizona and Montana, a great copper producer, the metal which has been the hardest hit. It is probable, however, that the mining of certain hitherto neglected ores for the supply of the home market may be greatly stimulated by the cutting off of the European sources. The most notable of these is manganese, used in the manufacture of iron and steel, of which 400,000 tons, valued at $45,000,000, have been imported annually from Austria, Spain and Russia. This State has several manganese deposits, but on account of the expenses of transportation, could not lay the ore down at the eastern mills at a cost to compete with that from abroad, which came most of the way by water. The opening of the Panama Canal, cutting freight rates to the Atlantic seaboard nearly in two, and the fact that the price of manganese has advanced since the outbreak of the war from $11 to $25 and even $30, is now making it profitable to work the California deposits, and on a scale which may even make it possible for the local product to figure, for a while at least, in the European market. Magnesite, hitherto imported from Austria and Germany at a cost of $40 a ton, is now worth over $125 a ton, and this, also, may be supplied from California.

Other minerals which the low canal freights conspire with the high war prices to make it possible to mine profitably in California are mica, jaspers, kaolin, talc, ochres, umbers, siennas, pumice, asbestos and similar substances which are extensively used in all parts of the world, and in which a trade, both foreign and domestic, developed at this time may even be maintained in the normal years following the end of the war.

* * *

HOW ABOUT MANUFACTURES?

Let us now turn to a consideration of the possibility of California's building up a foreign commerce in manufactures — what I have taken the liberty of designating as our "trade of the future." Half a decade ago California's interest in the movement of America's manufactures was limited to a feeling of pride that the foreign trade of the United States as a whole was showing a healthy and encouraging increase. California's export of manufactures has not increased greatly, even up to the present time, but in the interim has come the dawning realization of the fact that this State, as a natural consequence of favoring conditions, is about to enter upon a great era of manufacturing, and the columns of American exports, therefore, take on a new significance.

A CALIFORNIAN MAY NOTE, FOR EXAMPLE, THAT THE UNITED STATES EXPORTED $40,000,000 WORTH OF AGRICULTURAL IMPLEMENTS IN 1912, A DISTINCT INCREASE BEING RECORDED IN THE DEMAND FOR OIL TRACTORS AND COMBINED HARVESTERS, AND THEN REFLECT THAT THE ONLY STANDARD COMBINED HARVESTER AND THE MOST SUCCESSFUL OIL TRACTOR ON THE MARKET ARE ALREADY MANUFACTURED IN HIS STATE. OR HE MAY READ THAT AMERICAN PUMPS — A BRANCH OF MANUFACTURE IN WHICH THIS STATE IS ALREADY BEGINNING TO TAKE A LEADING PART—ARE BEING CALLED FOR IN INCREASING QUANTITIES BY RUSSIA, ARGENTINA, INDIA AND AUSTRALIA; OR THAT SOUTH AFRICA IS INCREASING ITS IMPORTATION OF AMERICAN MINING MACHINERY, NO SMALL PART OF WHICH COMES FROM CALIFORNIA. IN A ROUND-THE-WORLD TRIP FROM WHICH I RETURNED BUT A LITTLE OVER A YEAR AGO I SAW CALIFORNIA-MADE TRACTORS, HARVESTERS, PLOWS, DISCS, HARROWS AND OTHER AGRICULTURAL IMPLEMENTS WORKING AND MAKING A RECORD FOR THEMSELVES IN ONE OR MORE COUNTRIES OF EVERY ONE OF THE SIX CONTINENTS; I SAW CALIFORNIA-MADE STAMP MILLS AND HOISTS WORKING IN SOUTH AFRICA, AUSTRALIA AND NEW ZEALAND; AND I SAW CALIFORNIA-MADE TURBINES AND OTHER HYDRAULIC MACHINERY WORKING IN HYDRO-ELECTRIC PLANTS IN KASHMIR, SOUTHERN INDIA AND PERU. THESE ARE ONLY STRAWS, BUT THERE ARE ENOUGH OF THEM ALREADY STIRRING TO SHOW THE SET OF THE RISING WIND OF FOREIGN TRADE.

At first blush, however, even to a Californian who has not made a special study of the situation, the idea of this State, hitherto so completely engrossed in agricultural or horticultural pursuits and depending upon the Eastern States for almost all its elaborated products, figuring extensively as an exporter of manufactures seems, to say the least, a remarkable one, and it will, therefore, be in point here briefly to enumerate the most salient of the reasons impelling California to that destiny. These, perhaps, have not been better stated than by Arthur W. Kinney, Industrial Commissioner of the Los Angeles Chamber of Commerce, who, in a recent address, spoke as follows:

"The five great requisites of successful manufacturing are ours: (1) raw materials for many industries, including cotton, glass, leather, sugar and wool; (2) cheap fuel and power, which include oil, natural gas and hydro-electricity, the latter aggregating a quarter of a million kilowatt capacity and to which the new aqueduct will add half as much more; (3) efficient labor, made so through climatic and living conditions unequaled elsewhere; (4) transportation afforded by four transcontinental railroads, hundreds of miles of superb electric lines and macadam boulevards and various steamship lines making connection with our Atlantic seaboard and foreign countries; and (5) markets, including all Southwestern America, the countries of the Pacific, and all the great world ports at which the ships from our harbor will make call."

Granting, then, that Southern California will be able to engage in manufacturing on a large scale—that it will have the goods to sell—it becomes only a matter of deciding what shall be the markets in which they are to be sold. First, of course, will come the satisfaction of a part of the home demand now supplied from the East, and after that an invasion of those parts of the eastern markets in which our goods can compete successfully. Then will come our entry into foreign trade, an organized, systematic campaign which will carry our goods to all of the countries of the world. But some markets will be more favorable than others, and it is upon these that we must concentrate our efforts. Let us take a hasty survey of these world marts and decide where California goods can be sold to best advantage; where it will be most to our interests to build up a permanent trade.

* * *

THE IDEAL MARKET.

With the opening of the Panama Canal Europe was also opened to us; but Europe will always have far cheaper labor than California, and we will, therefore, be able to figure in her markets only with certain specialties in which we are practically beyond competition, whereas the ideal market we are seeking would be one which would take something of nearly everything we manufactured — preferably a non-manufacturing region itself—which in return for our goods would send us such foodstuffs and raw materials as we could not produce ourselves.

This definition bars the Orient as an ideal market, for the Orient—and especially China—has incalculable natural resources of its own, and its raw materials are now beginning to be elaborated in modern factories by labor which is paid but a fraction of that of the Occident. California might sell the Orient raw cotton indefinitely, and high-class cotton fabrics as well; but the lower grades of cotton piece goods the oriental factories will shortly turn out more cheaply than those of Lancashire. Oil, of course, we shall always sell the Orient, but our trade in manufactured articles must be of the class which embodies the fullest expression of American ingenuity, and which, as such, is not seriously competed with by foreign manufactures. We shall build up a large and profitable trade with China, but because that country has unlimited natural resources and cheap labor, it comes far from fulfilling the conditions which would make it the ideal market which California desires.

(CONTINUED ON PAGE 18.)

THE EAGLE MOTOR COMPANY.

The Eagle Motor Company, which manufactures the Eagle Puncture Proof Tire Solution, is one of the concerns of the city that is popularizing Los Angeles products abroad. The Eagle solution, although-being a home product, and as such is entitled to bear the "Made-in-Southern-California" label. It is handled by all leading jobbers and dealers in automobile, bicycle and motorcycle supplies, and is finding an ever-

THEORY VS. PRACTICE.

The student of current events, in his efforts to keep pace with the ever-shifting trend of public thought, finds himself between "public utilities." Two instances cited where

Among the many suggestions put forth as a cure-all for industrial diseases of the body politic is public ownership of so-called

sell.

along which our great ship of State should

by the shipment of carloads of fifty-pound sacks of flour by parcel post, for which the Government receives less than a fair compensation for hauling tonnage that should go by freight, and the railroads get not one cent for transporting it. It is the same spirit of ruthless disregard of right displayed by Postmaster-General Burleson in his advocacy of the Postoffice Department taking over the telephone systems of the country and running them as a toll to our daily-managed Postoffice Department. He would not consider the purchase of the two great competing telegraph systems that to-

along perfectly sanitary lines. They are cheap, economical and cannot overflow. Filter service is provided twice each month. Only $1 per month. The new 1915 model distilled water cooler will be ready this month. It makes water 199 per cent. pure. Order now, so you will get one.

These coolers are made in Los Angeles and sold and rented to parties throughout Southern California and in adjoining territory. The Panama-Success Cooler Company maintains offices at 116 Van Nuys Building, under the personal management of W. H. Reeves, who

Merchants National Bank Bldg.

The above building is one of the newest skyscrapers completed in the business section of this city, and was built especially to provide new quarters for the Merchants National Bank. The treatment of the banking-room is probably the last word in modern banking design. The entire structure, both including the building itself and the banking quarters, is the work of the firm of architects, William Curlett & Son. It is almost one of the few cases in this city in recent years where both the building and banking quarters have been designed by one architect, as in this case the architect designed and superintended all the numerous details of the banking equipment, from the vaults down to the smallest items of furnishing, the idea of the owners being that a more comprehensive and uniform piece of work would be secured by this method.

The firm of William Curlett & Son opened permanent offices in Los Angeles about two years ago. Before that time their main office was in San Francisco, in which city they erected within the last six years numerous large office buildings, among which are the Mutual Savings Bank, Shreve, Head and Phelan buildings, all twelve or fourteen stories high, and ranging in price from $1,000,000 to $2,250,000.

The death of William Curlett occurred a year ago, soon after actual construction was started on the Merchants National Bank building. The building was completed by his son, Aleck E. Curlett, who came down to Los Angeles shortly before this time to prepare the drawings for all the interior work of the bank itself. The entire treatment of the banking quarters is from his designs, and was executed under his personal supervision.

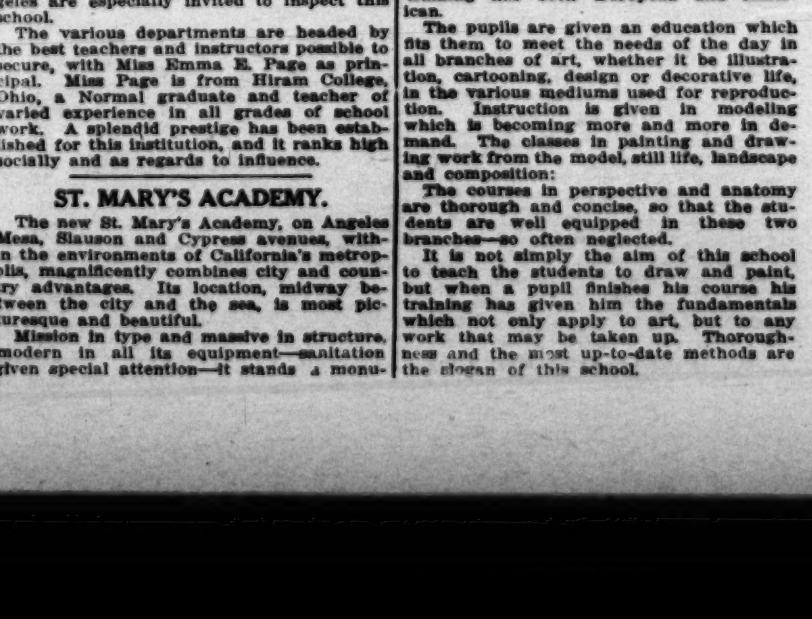
After the death of his father, Mr. Curlett felt that it would be unwise to operate two offices, and, feeling that the rapid growth of this city would warrant him making such a radical change, he decided to make his home in Los Angeles and practice his profession here.

The amount of work now being carried on by him seems to have amply justified his judgment in permanently locating in this city.

"ONLY THE BEST IS INEXPENSIVE".

Believing it to be the duty of every owner to improve his property in such manner as to add to the dignity and beauty of the architecture of the City, it has been my aim and determination to make of the Merritt Building, with its stately and classic exterior, the finest office building on the Pacific Coast.

Its interior finish of bronze, rare and imported marbles, selected mahogany, together with the most modern appointments, perfect service and its central location, will afford to the business and professional man, who spends the greater part of his life in his office, every comfort, convenience and luxury.



THE CALIFORNIA-ARIZONA CONSTRUCTION COMPANY.

The California-Arizona Construction Company is a Pacific Coast corporation organized under the laws of the State of California, having its main offices on the seventh floor of the Brockman building, Seventh street and Grand avenue, Los Angeles, Cal.

It is a new company, having been organized in June of the year 1914. The business of the company is the construction of street improvements, including the laying of asphalt and other permanent forms of pavement, and it has already completed and now has under way large contracts for the improvement of public streets in Los Angeles, San Diego, Hermosa Beach, Manhattan Beach, Redondo Beach, El Centro, Phoenix and Bisbee, the total contracts now completed by the new company in 1914 amounting to more than $600,000.

Although the corporation has been so recently organized, its personnel and entire organization is by its long experience well qualified to successfully engage in the line for which the company is organized, its president, C. S. Kent, having been with the Barber company continuously for a period of twenty-two years, and its vice-president, L. L. Chandler, and its secretary and treasurer, C. W. Sparks, having been with the Barber company ten and nine years, respectively.

The California-Arizona Construction Company is successor to the Barber Asphalt Paving Company, that company leaving the Pacific Coast on account of its eastern interests, and upon its organization purchased the entire plant and equipment of the Barber company, consisting of asphalt paving plants, steam rollers, concrete mixers and other equipment in the various towns throughout Southern California and Arizona in which the Barber company was operating, taking over and completing for the Barber company the contracts which it then had under way.

It was not a case of a new venture by men untrained in that particular line of endeavor, but the continuing, rather, under the same management and organization, a line with which the members of the new firm and organization were perfectly familiar, and the smooth, continuous operation of a large force of men who remained under the same management as before and were hardly cognizant that there had been a change from one company to another.

The new company is building up and making additions to its plants, machinery and equipment, and in other ways bending every effort toward perfecting an organization and equipment that will facilitate the continued laying of the high-grade pavements for which the Barber Asphalt Paving Company has long been known.

The California-Arizona Construction Company not only secures municipal work through competitive bidding under the State laws of California and Arizona, but also makes a specialty of high-class real estate subdivision pavements and tennis courts, and in these two classes is acknowledged to be without a peer in Southern California.

That paved streets have a hitherto unsuspected constructive power for growing towns is a fact which is just beginning to be appreciated by people in general, and the remarkable growth of the towns of Hermosa Beach, Manhattan Beach, El Centro and Phoenix, Ariz., has been due in no small measure to the excellent paved streets which have been built by the Barber Asphalt Paving Company and the California-Arizona Construction Company, the latter's work showing evidence that they are to be consistent followers of the Barber Company's policy of high-grade construction.

It is, of course, well known that high-grade work of any sort can result only from an organization that is experienced and whose policy is to do good work, and which policy must be carried out not only by the management, but by the entire construction organization, including the foremen and men at the plant and street, and this policy which was inaugurated by the Barber Company is being adhered to and extended by the new company.

PAGE SCHOOL FOR GIRLS.

This is one of the leading home and day schools for girls in Southern California. It was established and is conducted under the personal management of Miss Emma E. Page, a talented woman of brilliant educational knowledge, who is devoting her attention to school work.

Page School for Girls is located on a magnificent property fronting on Pasadena avenue and extending along Forty-fifth avenue to Marmion way, the school address being No. 4511 Pasadena avenue.

The institution is ideally furnished and equipped. No school in the United States has more luxurious or artistic decorations in reception, drawing, music and dining-rooms, or in office, library, dormitories and their accessories, and the grounds are beautiful with their magnificent palms, oaks, sycamores and pines, together with flowers, roses and stretch of velvet lawn.

Parents who contemplate placing their daughters in this school are urged to visit it and become acquainted with the principal and to see for themselves the admirable facilities afforded for instruction and note the sanitary arrangements and inspect the rooms.

Tourists spending the winter in Los Angeles are especially invited to inspect this school.

The various departments are headed by the best teachers and instructors possible to secure, with Miss Emma E. Page as principal. Miss Page is from Hiram College, Ohio, a Normal graduate and teacher of varied experience in all grades of school work. A splendid prestige has been established for this institution, and it ranks high socially and as regards to influence.

ST. MARY'S ACADEMY.

The new St. Mary's Academy, on Angeles Mesa, Slauson and Cypress avenues, within the environments of California's metropolis, magnificently combines city and country advantages. Its location, midway between the city and the sea, is most picturesque and beautiful.

Mission in type and massive in structure, modern in all its equipment—sanitation given special attention—it stands a monument of beauty and strength to the indomitable courage, intelligent foresight, and devoted zeal of the Sisters of St. Joseph, who came to Los Angeles when our city was emerging from its pueblo days.

Parents desiring to procure for their daughters a high-grade boarding school, should not fail to visit St. Mary's Academy, one of the most noteworthy of California's educational institutions and a pride to the city of Los Angeles.

THE LOS ANGELES SCHOOL OF ART AND DESIGN.

The oldest art school in the West, has grown with the city of Los Angeles. Twenty-eight years ago when its present director, L. E. Garden Macleod, laid its foundations, the ideals and desire to offer only the best which dominate this institution today, launched it on its successful course.

The school is located in a beautiful section of the city, at the northwest corner of Westlake Park. The studios are spacious and well lighted, with a body of students working under a staff of instructors whose training has been European and American.

The pupils are given an education which fits them to meet the needs of the day in all branches of art, whether it be illustration, cartooning, design or decorative life, in the various mediums used for reproduction. Instruction is given in modeling which is becoming more and more in demand. The classes in painting and drawing work from the model, still life, landscape and composition:

The courses in perspective and anatomy are thorough and concise, so that the students are well equipped in these two branches—so often neglected.

It is not simply the aim of this school to teach the students to draw and paint, but when a pupil finishes his course his training has given him the fundamentals which not only apply to art, but to any work that may be taken up. Thoroughness and the most up-to-date methods are the slogan of this school.

South America's Trade Possibilities for Los Angeles.

The First National Bank

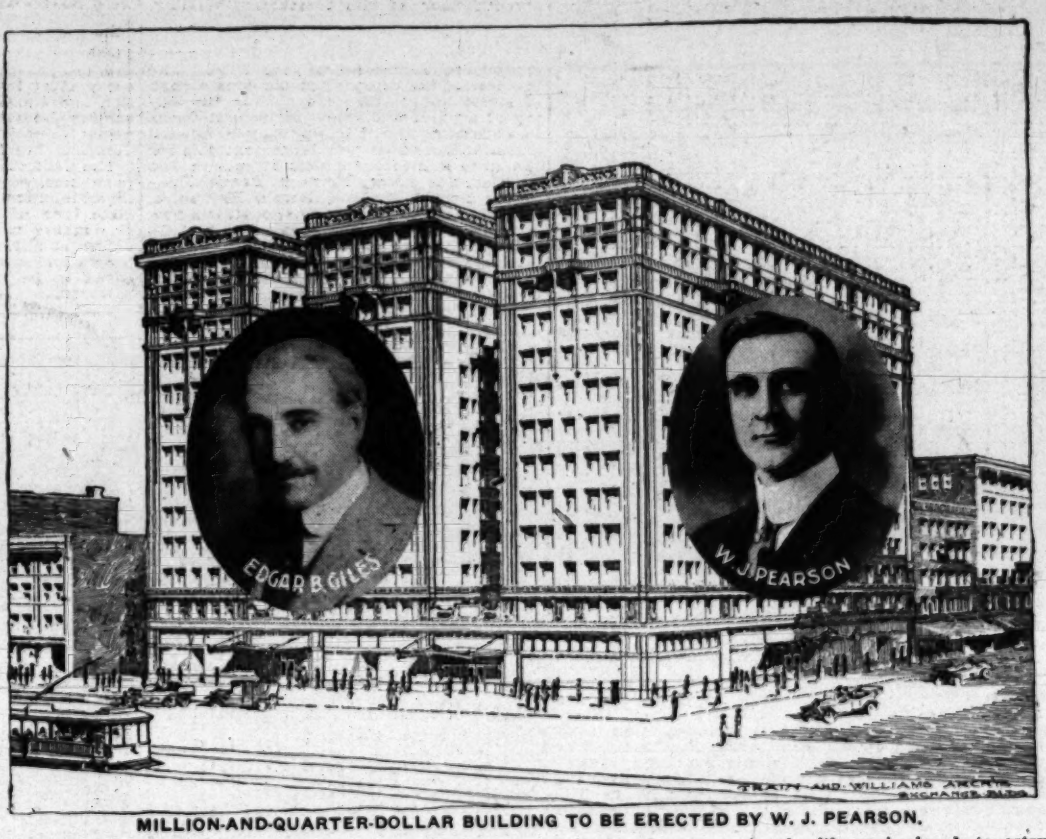
A. F. ANDRADE.

Of the names that loom large in the annals of empire building in the southwestern part of the United States and the Northwestern part of the republic of Mexico, that of A. F. Andrade and the Andrade family will ever stand out prominently. Most of the enormous holdings of the Colorado River Land Company on the Mexican side of the International boundary, as well as those of the Mexican corporation known as La Sociedad de Yrrigacion y Terrenos de la Baja California, formed part of a 1,250,000-

THE WARRANTORS COMPANY.

The swift growth of Los Angeles and the influx of people from all parts of the world make it difficult for a merchant to have knowledge of the many patrons who may find it convenient to ask for credit; the city's progress also renders it a hard task for the jobber to keep in touch with the numerous stores serving customers in Los Angeles and surrounding towns. Unless there existed some medium to clarify this situation and give required data at almost an instant's notice, many

To Be the Largest and Finest Los Angeles Hotel



MILLION-AND-QUARTER-DOLLAR BUILDING TO BE ERECTED BY W. J. PEARSON.
This thirteen-story hotel of more than seven hundred rooms, of steel and concrete faced with vari-colored tapestry brick, is to occupy the site of the historic old Germain Hotel, northwest corner of Tenth and Hope streets.

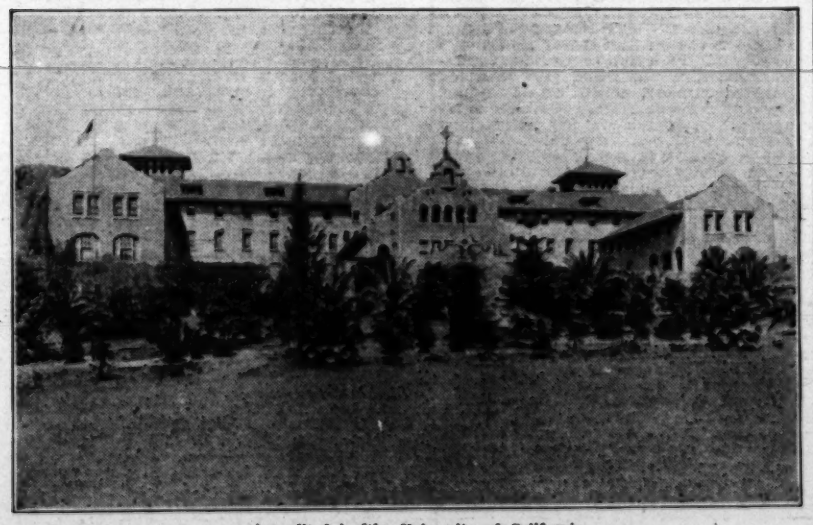
W. J. Pearson & Co., member of the Los Angeles Realty Board, a real estate company doing a general business in all branches of that line, one of the strongest of which is the insurance department, has a well-established place among the larger companies of this city and the Pacific Coast, and its volume of business during the last two years on large projects in Southern California aggregate over twelve millions. The company is now in new quarters, occupying a large portion of the third floor of the Haas building at Broadway and Seventh street.

Among other transactions accomplished this year, in which this company acted as brokers, might be mentioned the sale of the Exchange Building, and of more particular interest to our city and the traveling public, the negotiations of the ninety-nine-year lease of the Germain estate on the northwest corner of Hope and Tenth streets, associated in this transaction with Giles & Thatcher, and the successful negotiations by W. J. Pearson & Co. for the erection of a thirteen-story steel and concrete hotel building upon this site, which will be the most modern on the Pacific Coast, and for which a lessee of known standing in the hotel world has been secured.

W. J. Pearson, the president of the company, a southerner by birth, and whose business career has identified him with the realty interests in all of the Coast States and Mexico, came here several years ago and early showed his faith and determination to make this his permanent home by the purchase of the Exchange building, which the company has just sold for him, and within the last six months has acquired a lease of ninety-nine years on the northwest corner of Tenth and Hope streets, which he will improve this coming year with a million-dollar building. With interests scattered from the Canadian line on the north, to the southern line of Old Mexico, he still finds time to devote to his company and to large negotiations in the upbuilding of this city and the surrounding country, and in the few years he has been here he has made his company a well-recognized factor in the "booster ranks." A young man of great force and energy, his many thousand friends will watch with interest the future of himself and his company.

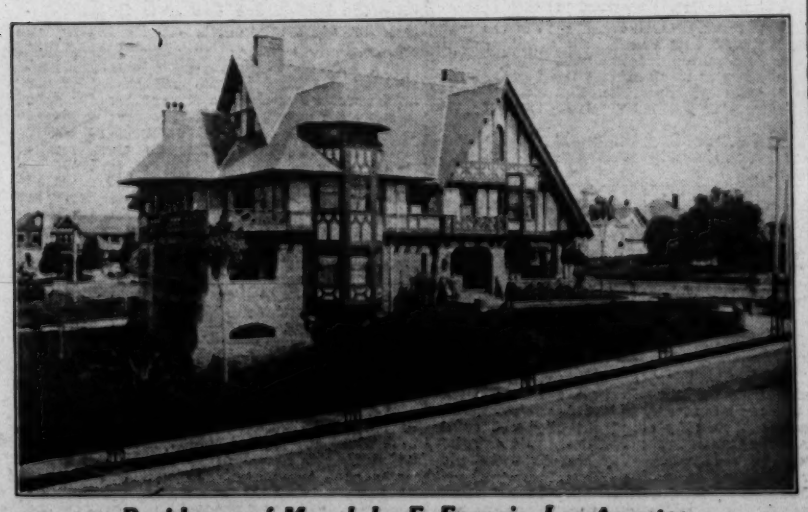
Edgar B. Giles, vice-president and general manager of the company, has recently severed his connections with the firm of Giles & Thatcher of this city to become associated with Mr. Pearson. Mr. Giles is also a southerner by birth, and for years was identified with the real estate interests of Chicago and the East, and during his twenty-five years in that line of work has made a special study of what is ordinarily termed "ninety-nine-year ground leases," and is looked upon as one of the best authorities in the United Sttaes in that branch of the business. After spending years in different cities in this line of specializing, he came here about four years ago.

He has since coming here become well known to our local investors through his energy and methods in this particular line of work, and has brought to a successful termination a number of this style of leases on valuable city holdings, to the mutual satisfaction of both lessor and lessee. A man of middle age, with wide and varied experience in the general brokerage business, he should be a valuable associate for Mr. Pearson in relieving him in the general work of the company, and the handling of the many interests intrusted to the company by its clients.



Accredited by the University of California.

Immaculate Heart College, Hollywood, California.



Residence of Mrs. John F. Francis, Los Angeles.

AMERICAN BEET SUGAR COMPANY.

The annual value of sugar beets purchased by this company from Ventura county is about $1,500,000, while its field and factory pay roll service amounts to about $1,000,000. Thus it is easily the most important enterprise tributary to and operating in that section of the Southland.

The company employs about 700 people in factory and general operation during the busy seasons, and, through the general advantages to farm and ranch owners, is the direct cause of some 1200 to 1500 people being employed in the fields, planting, cultivating and harvesting beets for shipment to the sugar factory, where the product is converted into sugar and distributed to the markets and consumers of the world, thus furnishing fame and prestige to the busy little city of Oxnard in Ventura county.

More than $1,500,000 is paid annually to the ranchers of Ventura county for their crop of sugar beets by this company. The introduction of the sugar beet in that section was in 1897.

Sugar beets rank third in Ventura county's industries, but they rank first in the vicinity of Oxnard.. The best results in sugar beet culture are obtained in that section by rotating the crop with lima beans, barley or other grain crops and under the skilled direction of specialists and soil experts in the employ of the American Beet Sugar Company, land owners have been taught the best methods of planting, cultivating and harvesting sugar beets.

The American Beet Sugar Company begins its annual campaign at its Oxnard factory, the largest plant of its kind in the world, in the early months of summer. During this time several hundred men are employed, the pay roll adding materially to the prosperity of Ventura county. Throughout the year a permanent staff, commensurate with the importance of this big plant, is maintained, making this an industry of vital importance to the State of California, and especially to the southern part of the State, where the money is distributed in all commercial channels.

The following are the officers of the American Beet Sugar Company: H. Reiman Duval of New York, president; Robert Oxnard of San Francisco, vice-president; Henry Oxnard of New York, vice-president; J. E. Tucker of New York, secretary and treasurer; J. A. Driffill of Oxnard, manager, and A. M. Duperu of Oxnard, superintendent; all men of affairs and achievements who have accomplished great things in their industrial life.

The general management of this big industry is vested in Maj. J. A. Driffill, who has been connected with the sugar factory since its inception. He is one of the best-posted experts known to the sugar beet industry, and is familiar with all the details of planting, harvesting and sugar making as well as the marketing and distribution of this wonderful product.

CALIFORNIA - MEXICO LAND & CATTLE COMPANY.

This property, consisting of 862,000 acres, lies in the southern half of the Imperial Valley, and nearly all is below the Mexican boundary line in Lower California.

The climate, soil and general conditions below the line are identical in every respect with conditions in the Imperial Valley on the American side of the line, with one notable exception, to wit: that all the lands below the line from the national boundary to the head of the Gulf of California are from four to fifty feet above sea level. The climate in the southern portion of this great property is somewhat cooler during the heated season, due to its close proximity to the Gulf of California and its tempering influences, than that portion of the valley distant from the ocean and below sea level.

The lands are irrigated with water from the Colorado River from the same system as that which supplies the lands on the American side.

Approximately 50,000 acres of the property are under cultivation and about 25,000 of the 50,000 acres are planted to cotton.

The cultivated lands are rented to tenant farmers, prices ranging from $7.50 to $15 per acre. Chinese and Mexicans, in about equal numbers, furnish practically all the labor below the line.

The uncultivated portion of the ranch is devoted to the growing of cattle. The annual overflow of the Colorado, which occurs in the months of June and July, causes the rich bottom lands to produce an enormous growth of grass, which makes the section ideal for the growing and fattening of cattle.

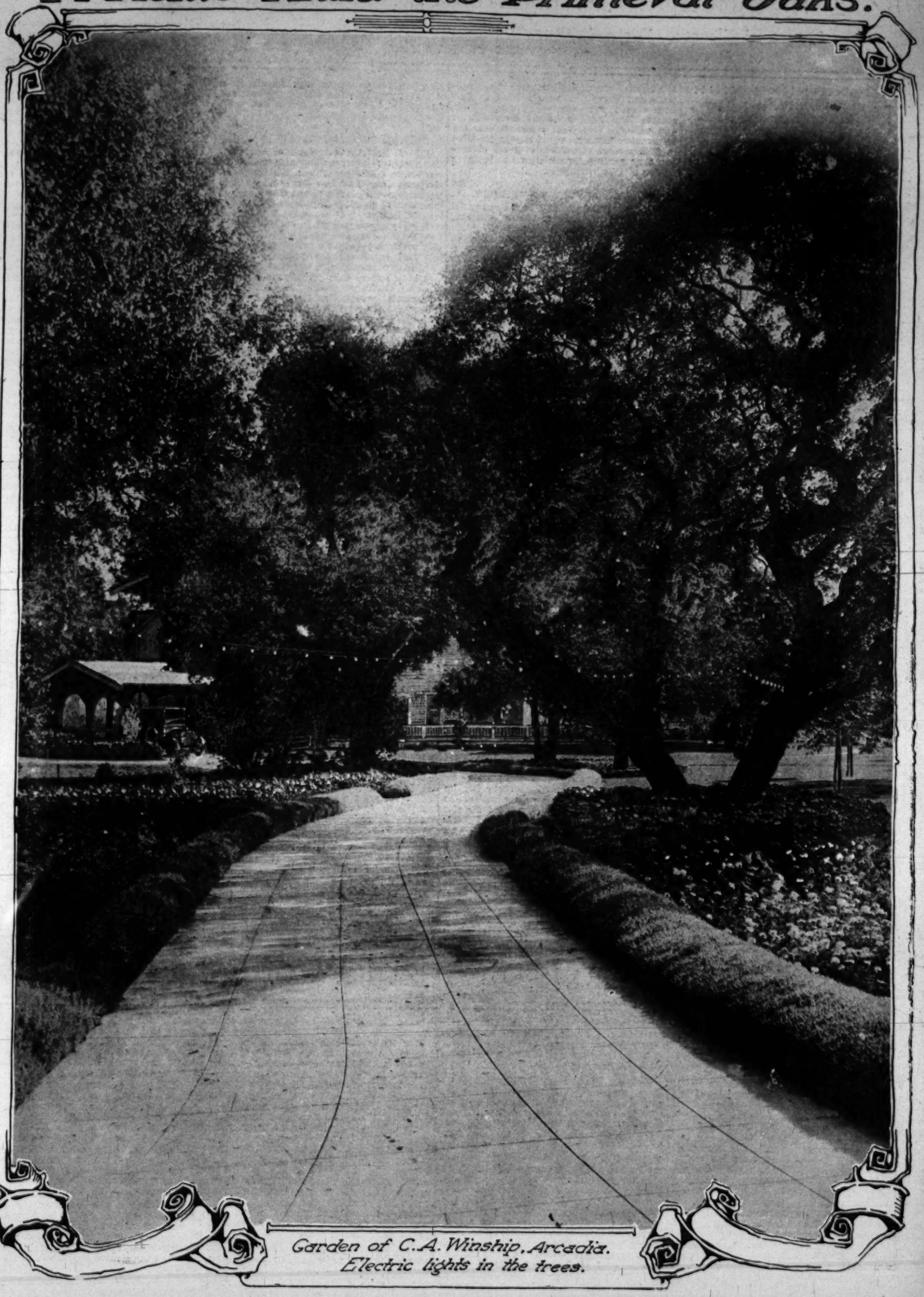
The owners still have approximately 100,000 acres of rich, level, alluvial lands for rent.

The prosperous tenants on the land are from almost every country in the world, including Japan and China.

When the cotton market is normal, many of the best tenant farmers are able to make as high as $35 to $40 per acre net from their operations, and now that some of the farmers in the valley are going into the raising of sugar cane, the net income per acre will be very materially increased.

The company's main office is located on the international boundary at Calexico, Cal.

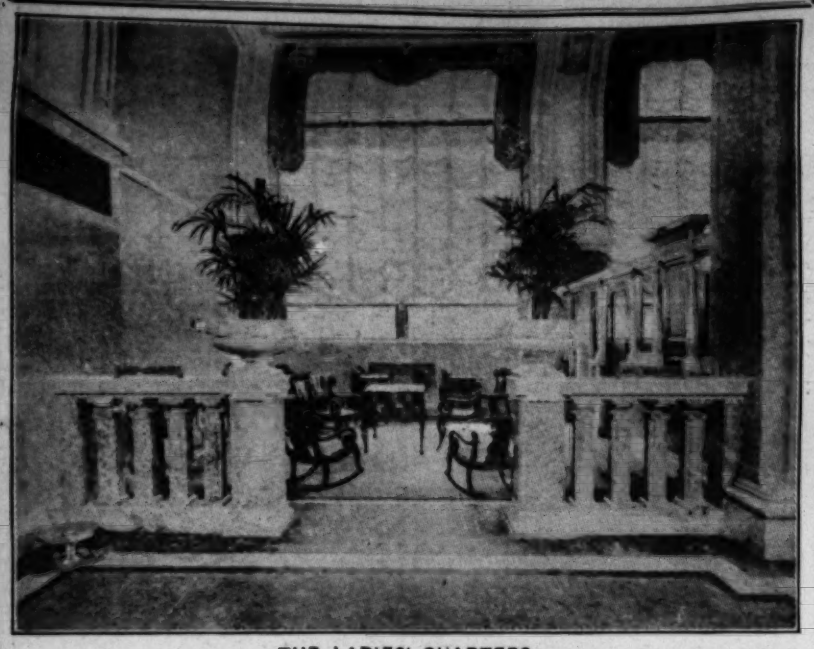
A Home Amid the Primeval Oaks.



Garden of C. A. Winship, Arcadia.
Electric lights in the trees.

To Be the Largest and Finest Los Angeles Hotel

The First National Bank



THE LADIES' QUARTERS.

The First National Bank of Los Angeles obtained its charter in August, 1810, assuming the business of the Commercial Bank, which was established in 1875 by E. F. Spence, Hiram Mabury and J. E. Hollenbeck, who, with other associates, continued in control of the National institution. At the time of organization the capital stock was $100,000, the reserves $100,000, and the deposits $909,000. The growth of the bank has kept pace with the forward strides of the city and since its inception has undergone several changes. In 1901 the quarters on Main street, opposite Temple, proved too small, and the bank was moved to Second and Spring streets and the capital increased to $500,000. By September, 1905, the deposits increased to $7,750,000. At this time the stockholders of the First National Bank, the Los Angeles Bank and the Southwestern National Bank agreed to consolidate the business of the three institutions under the name of the First National Bank of Los Angeles, and the capital stock was increased to $1,250,000, the surplus and profits to $2,860,000. After this the Los Angeles Trust Company and the Metropolitan Bank and Trust Company were acquired and the concerns merged under the name of the Los Angeles Trust and Savings Bank, all stock in the trust concern being held by the bank's stockholders.

On February 22, 1913, the First National Bank moved into its new banking-room in the I. N. Van Nuys building at Spring and Seventh streets. This is one of the finest structures in the city, beautiful, spacious and well adapted to the purpose it was designed to serve.

Within the doors of this institution no effort is spared to serve the convenience of patrons. The bank has adopted the unit system, combining the duties of paying and receiving tellers. Depositors' accounts are divided into eight alphabetical units and paying and receiving is handled in each of the eight cages by teller and assistant. There are also three women tellers who serve in the woman's department, and a chief teller's cage for handling pay rolls and coin shipments. By this system all congestion is avoided and work is handled rapidly.

While efficiency is the primary aim, beauty and comfort is evident throughout the building. The pavement of the counting and clearinghouse is of cork tile laid in cement and is noiseless. The lobby pavement is of inset panels of vitreous mosaic from Europe. Most of the interior of the banking-room is composed of marble. The metal and bronze work is exquisite in varied colorings and carvings of neat designs. The woodwork is exceptionally well done, that in the banking-room proper being of quartered white oak fumed to a nut brown shade and finished in flat wax. The private offices are in genuine English oak, beautifully worked out.

The entire basement is devoted to the use of the bank. The floors are of marble and tile, the woodwork of mahogany. The basement area is 108x180 feet. The vaults, safety deposit department, a large lunch room and kitchen operated by the bank for its employees, a large assembly-room, library, janitor's room, stationery and supply rooms are features located here.

This bank has followed the progressive idea of placing its vaults in the basement, where they are readily accessible by means of electric elevators and marble stairways. The walls of the vaults are electrically protected by a system of lead-covered cables embedded in the cement, which, with the electrical protection of the vault doors, makes the safety arrangements complete and affords adequate safeguard against every known method practiced by burglars.

The first president of the bank was J. E. Hollenbeck, who retired a short time before his death and was succeeded by the late E. F. Spence, who presided over the bank until his death in 1892. The present president, J. M. Elliott, entered the service of the bank in 1881, was chosen cashier in 1885, succeeded Mr. Spence as president in 1892, and has continued as head of the institution for more than twenty years.

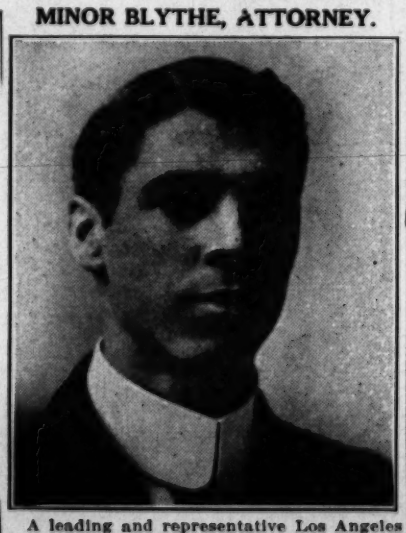
Stoddard Jess, identified with banking interests in Southern California since 1886, was chosen vice-president in 1904, and is still in that position. W. C. Patterson, who was president of the Los Angeles National Bank, was second vice-president from the time of the consolidation until his demise in 1913. John P. Burke, third vice-president, has been with the bank since 1910. W. T. S. Hammond, connected with the bank since 1886, was chosen cashier in 1904. Following are the bank's officers: J. M. Elliott, president; Stoddard Jess, vice-president; John P. Burke, vice-president; John S. Cravens, vice-president; W. T. S. Hammond, cashier; E. S. Pauley, assistant cashier; E. W. Coe, assistant cashier; A. C. Way, assistant cashier; A. B. Jones, assistant cashier; W. C. Bryan, assistant to cashier, and W. H. Lutz, auditor.

The present capital stock of the bank is $1,500,000, surplus and undivided profits, $2,439,472.24, and deposits more than $18,000,000.

KENNETH WALLACE.

Specialist on foothill acreage for country homes

MINOR BLYTHE, ATTORNEY.



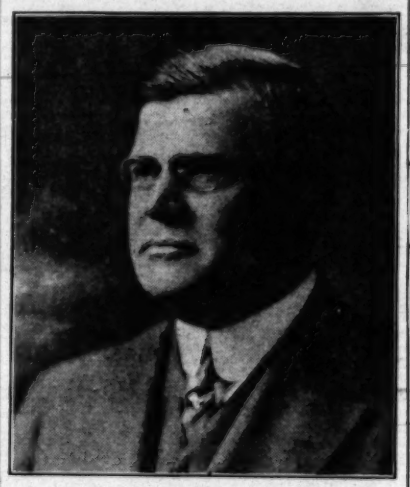
A leading and representative Los Angeles attorney, who is at present Deputy City Prosecuting Attorney for the city of Los Angeles.

A. F. ANDRADE.

Of the names that loom large in the annals of empire building in the southwestern part of the United States and the Northwestern part of the republic of Mexico, that of A. F. Andrade and the Andrade family will ever stand out prominently. Most of the enormous holdings of the Colorado River Land Company on the Mexican side of the international boundary, as well as those of the Mexican corporation known as La Sociedad de Yrrigacion y Terrenos de la Baja California, formed part of a 1,250,000-acre tract acquired by the late Gen. Andrade, father of A. F. Andrade, in 1880. Several hundred thousand acres of this original domain, lying east of the Colorado River in Sonora, Mexico, are still in the possession of the Andrade heirs, A. F. Andrade now owning a fifth interest in this rich estate, with its wealth of soil and mineral resources.

A. F. Andrade, the subject of this sketch, came to Imperial Valley in 1904 in the interest of the California Development Company and the big Mexican corporation above mentioned, establishing himself at Calexico. With Mexicali, the headquarters of the Mexican interests but a stone's throw away across the boundary, he was enabled to keep in closest touch with the affairs of both corporations at the same time. Mr. Andrade's wide knowledge of business conditions on both sides of the border, and especially his acquaintance with the corporation laws and activities in Mexico, made him an invaluable factor in the operations of the combined companies. Almost immediately he was made secretary of the Mexican corporations, being placed in charge of properties consisting of approximately 200 miles of main canals and 100,000 acres of land bordering on the boundary for a distance of sixty miles westward from the Colorado River. Through these lands passes the Alamo River, which, forming a natural channel, conveys the entire water supply for the northern district of Lower California in Mexico and the Imperial Valley in California. Laterals from the "Alamo" supply the holdings of the Colorado River Land Company, the Mexican land corporation below Mexicali and other important properties on both sides of the line. Mr. Andrade thus, in a sense, rules over the destinies of one of the greatest agricultural areas on the continent.

The history of the development of the Imperial Valley constitutes one of the glorious pages in California progress. Here, indeed, is to be seen the greatest triumph



of modern agricultural advancement through the science of irrigation and water conservation. Below the international line the development has been almost equally noteworthy, and it is freely predicted that but little of the immense area adapted to cultivation in Lower California will be left untouched by the plow five years hence. Approximately 35,000 acres of cotton is being gathered from these Mexican lands at this time, to say nothing of the grain and alfalfa that are being produced and the hordes of cattle that are roaming over the grazing country.

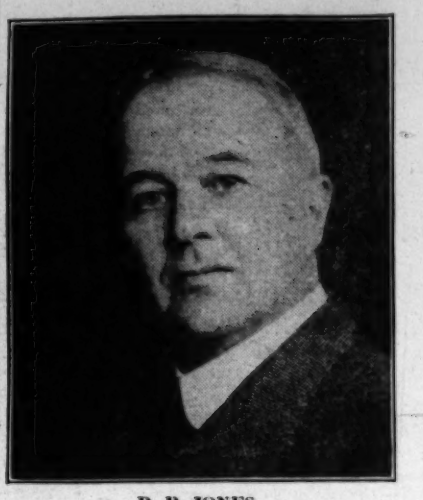
On November 17, 1909, when a depositario (receiver) was sought for La Sociedad de Yrrigacion y Terrenos de la Baja California, the Court of the First Instance of the Mexican State promptly appointed Mr. Andrade to fill this responsible position. He still serves in this capacity to the satisfaction of all the interests he represents.

Mr. Andrade's capabilities have also been demonstrated in railway affairs. In 1904, shortly after his advent into Imperial Valley activities, his services were sought as manager of the Ferrocarril Inter-California (Inter-California Railway,) a subsidiary of the Southern Pacific Railway Company. This highly-important branch road was then in process of construction, and Mr. Andrade at once took hold of the line. The road connects the Imperial Valley with the main line of the Southern Pacific at Yuma, Ariz., skirting the international boundary for sixty-two miles, over fifty miles of its track lying within the confines of Baja California. The line affords an eastern outlet for all Imperial Valley and particularly for the southern portion, as well as for the rapidly-increasing traffic in Northwestern Mexico. During 1914 nearly 1000 acres of cantaloupes alone passed over this international route, bound for eastern markets. The line offers to the growers of the Southern Imperial Valley district and Lower California a haul to Yuma shorter by thirty-six miles than that of the line running north and south through the valley from Niland to Calexico.

THE WARRANTORS COMPANY.

The swift growth of Los Angeles and the influx of people from all parts of the world make it difficult for a merchant to have knowledge of the many patrons who may find it convenient to ask for credit; the city's progress also renders it a hard task for the jobber to keep in touch with the numerous stores serving customers in Los Angeles and surrounding towns. Unless there existed some medium to clarify this situation and give required data at almost an instant's notice many deserving purchasers would be denied accommodations and merchants would lose much valuable trade.

The Warrantors Company, with a suite of nine rooms on the second floor of the Wilcox building, Second and Spring streets, quarters it has recently leased for five years, supplies such a need and serves many kindred purposes as well. The company opened offices here on February 1, 1912, and was incorporated under the laws of California in October of the same year with



D. P. JONES.

an authorized capital of $75,000. It is a closed corporation, no stock being for sale and all the shares being owned by a few persons. A. A. Millard is vice-president; H. E. Kidd, treasurer; W. G. Bishop, secretary; Don P. Jones, general manager, and M. M. Driscoll, cashier.

The object of the company is to compile and maintain records of all merchants, firms, corporations and individuals in Los Angeles and immediate vicinity pertaining to their legal responsibility and credit status. Confidential use of this information by bankers, merchants and all classes of business concerns has demonstrated the Warrantors Company's ability to supply the real high-grade data required where large credits are involved. The company has succeeded in winning the entire confidence of its subscribers in the trustworthiness of the information it obtains for them.

The watchword of this concern is progress, and, responding to the slogan, "Los Angeles 1,000,000 Population in 1920," it has been constantly broadening its field of activity until an answer regarding any individual or firm within the city can be given in a surprisingly short space of time. It is always alert to every demand. It recognizes no policy but that of constant advancement in keeping pace with widening conditions of the community it serves.

It seems a difficult task—this keeping track of thousands of individuals in a city where so many strangers come to make their homes. Without a systematic method it would be almost an impossibility. The Warrantors' methods are, in a manner, moulded after the procedure of other mercantile agencies; but, as few other agencies cover work as detailed as this, most of the ways followed to gather data and obtain results are original. This original work may be called a trade secret of the general manager, Don P. Jones, whose hand is ever at the pulse of the company's affairs.

Mr. Jones has been continuously identified with mercantile agency work since 1887, having established during this twenty-seven-year period offices similar to the local one in Grand Rapids, Saginaw and Bay City, Mich.; Dayton, Springfield and Columbus, O.; Indianapolis, Ind.; Pittsburgh and Reading, Pa., and Wilmington, Del. It speaks well for Mr. Jones's foresight when it is found that all of these establishments are still in operation. Their prosperity, Mr. Jones believes, is due to the system he employed in launching them and to the two main points upon which he bases his agency service, viz., accuracy and promptness.

Mr. Jones is a resident of Los Angeles, having had his home for the last five years at No. 2957 Harvard boulevard.

The principal aim of this company is not, as sometimes supposed, to restrict credit, but rather to encourage it. For if there was no credit there would be no occasion for the company to exist at all. When a reporter of the company interviews a new resident, if an interview is required, it is done courteously and with a friendliness that is rarely misunderstood.

Patrons of stores, found responsible for credit sought, and benefited by the information passed to the store, have been served the same as the merchant.

The company employs a force of twenty-six persons, uses ten distinct and independent trunk lines in its telephone service and serves nearly 700 regular subscribers.

Interested visitors are invited to call at the Warrantors Company offices, where every courtesy and welcome will be extended.

Commercial Prizes Awaiting Us in Central America

NOW'S THE TIME.

With the development of the American merchant marine, because of the European war, the opening of the Great Panama Canal, the upbuilding of Los Angeles Harbor (San Pedro) and the number of ways and ports, with an area of 23,000 square miles and a population of 330,000 energetic people.

Further south is Colombia, the center of the Gulf of Panama, with added possibilities. Dealing especially, however, with the wonderful republic of Guatemala in this article in this connection it might be well to mention that many leading American schools and educational institutions boast of pupils from Guatemala and other sections of Central America.

population afforded through connections with merely as an important factor in the economic order of developments.

* * *

THE SPIRIT OF PAN-AMERICANISM.

The progress of the agricultural and eco-

Three Stupendous Enterprises for Los Angeles.

System of Elevated Sidewalks, Industrial Boulevard to the Sea, Absolute Removal of All the Hill Barriers.

MANY plans and suggestions have been made concerning the future of Los Angeles, those relating principally to water distribution, harbor improvements, subway and railway terminals, but three projects of vital importance to the commercial welfare and artistic beauty of our progressive city seem to have entirely escaped the attention or comments of our engineers and advocates of the city beautiful.

(1.) The leveling and redistricting of the entire Bunker Hill section.

(2.) A great industrial and commercial highway and community between the city and harbor.

(3.) The construction of an elevated commercial promenade along the congested retail streets.

ENGINEER'S FOREWORD.

These three features are absolutely necessary for the future greatness and economic welfare of the city.

(1.) Two years ago, I briefly outlined a plan whereby the great barrier, Bunker Hill, lying between Hill street and Figueroa street, and First and Sixth streets, could be entirely removed, thus not only providing a short direct route for the rapidly expanding northwest section to reach the logical permanent business center, but to double the area and monetary value of this district.

That it is entirely feasible to remove in its entirety, this great barrier to a greater and necessary stable civic center, at the same time preserving the modern buildings thereon if deemed desirable, is a foregone conclusion; not only can this be accomplished but it can be brought about without creating any assessment district. On the other hand, if properly managed, every foot of frontage in the district will have double its former value in excess of the cost of the improvement contemplated.

By virtue of location and environments, the territory bounded by Figueroa, Temple, Main and Seventh streets will always remain the great retail and financial center, provided, of course, that it is made possible to utilize the entire territory mentioned.

The cut through Bunker Hill now practically provided for will no doubt materially enhance the value of the frontage thereon; but by the removal of the entire obstruction this frontage value would be increased fourfold. There can be no possible objection to the removal of this entire hill when it can be shown by facts and figures that it can be accomplished at a profit of a hundred per cent. to present property owners and at no cost to adjoining property. It is regrettable that the money to be expended for approaches, etc., for this temporary expedient could not be saved by having the entire hill removed at this time.

In this newborn business district, Grand avenue should be made what its name implies and converted into an exclusive shopping boulevard lined with magnificent commercial structures and free from railways and heavy traffic from First to Seventh street, thus outrivaling upper Fifth avenue, New York, in beauty, conveniences and utility. With this accomplished, the intervening territory would rapidly be filled in with modern structures of every character, thus settling for all time the business center of this metropolis.

* * *

INDUSTRIAL ARTERY TO THE SEA.

(2.) A great industrial and commercial artery and manufacturing center extending from Los Angeles to the harbor.

This can best be explained by giving a brief outline of one of the most comprehensive plans ever conceived for the betterment of a community.

It will be remembered that a few years ago when the plans for the construction of the Los Angeles aqueduct were being perfected, the writer, representing an eastern syndicate, offered to construct that work complete and deliver the entire amount of water available and desired by the city, into its reservoirs free of cost, on condition that the syndicate be given the perpetual use of the water en route for the purpose of generating electric energy.

Anticipating the great future of this city from a manufacturing and distributing standpoint, this syndicate had planned and outlined a 150-foot wide concrete base brick paved industrial and commercial boulevard from this city to the harbor over a private right of way. Upon this paved and lighted trade artery a four-line trackless trolley freight system was to be installed, open to all for the payment only of the electric current consumed.

A strip of ground one thousand feet wide on each side of this route was to be owned by this syndicate. On this was to be erected warehouses, wholesale establishments and manufacturing plants of every description, these to be sold or leased for purposes desired, all to be lighted and operated by electric current from the aqueduct power plants. The electric trucks used would be equipped with sufficient self-charging storage batteries to enable them to branch off of the main trolley lines to take and deliver cargo at the various harbor wharfs, and to reach all necessary points contiguous to the main trade artery; steam and electric railway, passenger and shipping facilities were fully provided for.

This would concentrate and equip these industries in such a manner that the greatest possible revenue could be secured from the least possible investment, thus encouraging miscellaneous manufacturing on a large scale and making city and harbor inseparable. While many suggestions have been made for bringing the harbor nearer to the city, if conditions are carefully studied and the future anticipated, it will readily be seen that every acre of land above tide between this city and the harbor will in the near future be required for the industries that are already contemplated and those that must naturally come within the next decade.

It is far more practical, desirable and economical to extend the harbor into the sea, than into the mainland. While the writer regrets that the great enterprise above mentioned and which contemplated an investment of approximately $100,000,000, was not consummated on account of our not being able to conclude negotiations with the city, there is no reason why the city or a community of interests should not yet take advantage of this plan even if it had to be done on a modified scale.

* * *

ELEVATED SIDEWALKS.

(3.) A light, artistic elevated structure designed for covering the sidewalks and cross-streets intersections in the congested shopping district of Los Angeles. As it is practical and desirable to put this plan into execution at an early date, more details will be enumerated.

Apropos of the present inclination and endeavor to anchor the retail business of the city within a reasonable radius, thus retaining and enhancing the present business frontage and commercial structures thereon, and at the same time providing for the increasing traffic congestion, this system of commercial promenades is submitted as a proper solution of these problems, pending the time when Bunker Hill will be removed, at the same time providing a factor of safety, especially for the women and children of the city who are compelled to visit the congested district to do their shopping; that could in no other way be made possible.

This elevated promenade presents many favorable conditions from a business standpoint. While not only removing congestion from streets and sidewalks, avoiding street crossings and intersecting streets and their many dangers, it doubles the present show window space for all mercantile establishments having more than one floor; and as frontage or show windows are the essential elements that make valuable commercial property, this would approximately double the values of property frontage by giving two floors of show windows instead of one, to merchants now operating a business on more than one floor, and making possible the converting of present unprofitable lofts into desirable retail stores by making the second story shop as attractive and desirable as those on the street level. Taking as a criterion the present Title Guarantee building, the Metropolitan building—these second floors would bring practically as much rental as the street floors for nearly all purposes, while access to the stores on the upper floors of the same buildings would be more convenient from the principal shopping streets or avenues of traffic.

The advantages and conveniences for the shopping public would be almost innumerable, permitting women, especially those with children in carts or carriages, to traverse the full length of the shopping districts free from the dangerous crossings of intersecting streets and the annoyance of raising and lowering the small vehicles over the curbs, while it would facilitate the rapid progress of pedestrians desiring to go from one end of the business district to the other, on account of having no cross currents of traffic to contend with.

It is apparent that during long seasons of rainy weather retail stores are practically deserted by patrons and the employees have practically nothing to keep them busy, while when weather conditions improve, the congestion of business is so great as to seriously handicap merchants and to greatly inconvenience the shopping public as well. Under this plan, patrons could come to the shopping district in street cars or automobiles and shop from one end of the retail district to another without inconvenience, while pedestrians would be protected from the hot sun when they so desired, by traveling the sidewalk proper.

This system would also provide easy access from upper floors in case of fire or panic, and facilitate firemen and police during similar catastrophes. Under this system, present owners of unsightly one-story buildings would be compelled in self-defense to improve their property in order to provide double store fronts which would at the same time double their revenues from the same frontage.

The cost of this structure would not be prohibitive, and it is believed that no other improvement of like cost could be conceived that would do so much to prevent the tendency to extend the commercial center of the city to undesirable proportions.

The entire structure to be of light, artistic design, with floors of woodstone or asphalt inlaid with prismatic lights in order to prevent darkening of first-floor store windows. Structure at the outer edge supported by a modified system of electroliers, similar to those in present use but of heavier construction, and with more stable foundations, the center light being removed from the same and the column extended a suitable distance above the promenade, and a bracket provided for support of the outer end of the permanent floor beam, the extended column to contain an additional group of lights seven feet above the elevated walk. The intervening posts to be of similar design, spaced twenty feet apart. Wall side of structure to be attached and carried by present buildings. Intersecting streets to be spanned by cable suspensions or light cantilever construction. Narrow spiral stairways to be provided at street intersections. Each department store or two-story shop to be provided with large capacity one-story elevator near the front of their stores for the accommodation of the public, with suitable exit from the same to promenade, thus entirely eliminating stair-climbing during shopping hours.

As an embellishment, the number of present electroliers to be doubled. The outer edge of the promenade to be protected with railing capped with fern boxes its entire length, these being interspersed at given sections and street corners with large urns for palms or bay trees, the entire structure thus presenting a highly artistic and pleasing effect in connection with providing absolute safety for women and children, facilitating street traffic and doubling the value of street frontage, at the same time putting Los Angeles in a class by itself with a beautiful, novel and highly useful improvement that will attract the attention of the world.

* * *

WORLD'S GREATEST CITY.

With Bunker Hill removed, the industrial section of the city extended to the harbor, the financial and commercial center anchored between Temple, Eighth, Figueroa and Main streets, with Spring street and Broadway provided with elevated promenades and electric subways, Grand avenue converted into the world's finest retail mart, the district from Pasadena on the north to Santa Monica on the west provided with water and transportation facilities suitable for residence purposes, we have a nucleus for the world's largest and most productive city. And with a climate and environments unequaled, there is no reason why this climax should not be attained within the next twenty years.

C. R. HARRIS.

Great Expectations of Arizona Copper Producers.

A SEVERE TEST.

IT HAS BEEN a hard half year for the Arizona copper mines, which during the summer dropped about twenty-five per cent. of their employees and generally reduced wages, for the copper market had been paralyzed by the European war. Yet only the Shannon closed down, and it has been rated as the smallest of the smelting producers and the one with the greatest production cost per pound. Conditions bettered early, though full production cannot be expected again for months. That the depressed condition is considered merely temporary, is shown by the attitude of the principal producers, which are continuing development and improvement in order that they may be prepared in the expected period of greater activity and profit.

At Clarkdale, Senator Clark's new model town in the Verde Valley, millions have been spent in the town idea and on a wonderful copper smelting plant that will turn out almost automatically 5,000,000 pounds of metal a month. The only broad-gauge tunnel in Arizona, 6200 feet long, will be used in the electric haulage of fifty-ton ore cars from ore pockets at the 1000-foot shaft level of the rich United Verde mine, a few miles upgrade from Clarkdale.

Early in the year a $2,000,000 reverberatory smelting plant was started by the Arizona Copper Company near Clifton, succeeding a blast furnace smelter that had been operated for thirty years. The same company enlarged its Morenci concentrator to 4000 tons daily capacity.

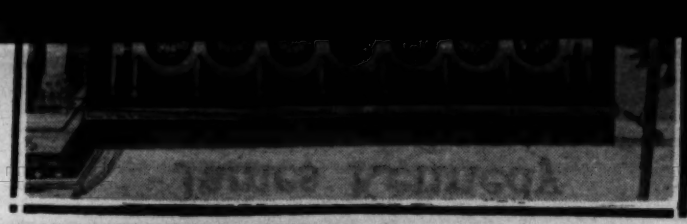
Around Miami is the greatest activity in the way of mining development. The International smelter, now building, will cost about $2,000,000 and will have productive capacity of about 150,000,000 pounds of copper a year. This production will mainly come from the concentrates of the near-by Inspiration and Miami works. For much of the year the Inspiration company has been operating a 600-ton flotation mill on experimental work. Early in 1915 it will have ready a 10,000-ton concentrator, its machinery electrically driven on power from the Roosevelt dam. Within the Inspiration claims, already developed, are 90,000,000 tons of two per cent. concentrating ore, ready for breaking down and for transporting to the mill through miles of drifts and up two marvelously equipped central skip shafts. On its mines and works the company has spent about $12,000,000 with practically no return thus far, indicating that low-grade copper mining, while profitable in the end, is not for others than the largest combinations of capital. Across the mountain, the Ray Consolidated spent practically as much in the development of its mines at Ray and in the building of its 10,000-ton concentrator at Hayden. At the latter point an associated corporation is adding another $2,000,000 smelter to the reduction equipment. The Miami Consolidated during the year has reduced production costs, already low, and has increased its mill capacity to 4200 tons a day.

Concentration is a new idea at Bisbee, where the Copper Queen for months has been experimenting on the handling of various sorts of low-grade ore, taken from various parts of its mines, as well as from new workings in the chalcocite of Sacramento Hill, whereon it has placed a small experimental mill. Bisbee, with relatively high-grade ores and with low production costs, has not been hit very severely by the copper slump.

Bisbee methods have been taken into Tombstone, where long litigation has been ended in the purchase of the Consolidated Mines properties by Phelps-Dodge interests. It is believed the famous Bonanza mines will be unwatered in 1915 and worked at depth, for copper as well as gold and silver. The pumping equipment is ample, itself worth the $500,000 paid for the entire property at trustee's sale.

At Ajo, the Calumet and Arizona Copper Company of Bisbee is developing a great low-grade copper field. The company has abandoned its work at Superior, where the Magma, now equipped with a 250-ton concentrator, still maintains its standing as showing the richest copper ore of all southwestern mines.

In gold, silver, lead and zinc mining there has been no depression.



C. J. Kubach & Company, Contractors.

E. J. MILEY.

A leading and representative man of affairs engaged in the oil industry of California who has achieved success, and who ranks among the developing and producing factors, is E. J. Miley, president and general manager of the State Consolidated Oil Company, with offices at 911-915 Baker-Detwiler building, Los Angeles.

Mr. Miley has for fifteen years devoted much of his time and talents to the development and upbuilding of the oil industry. He has operated in various oil fields and pays particular attention to his company's interests in the Midway and McKittrick territory, also operating in Ventura county and in the Belleridge district. Mr. Miley's company owns a number of producing wells and ranks as one of the steady and substantial industrial enterprises of the California oil industry.

As a member of a committee of seven well-known oil men, selected to gather, prepare and present data for Congressional investigation committees at Washington, Mr. Miley provided information and facts and

figures about the oil industry of Southern California fields that was thoroughly authentic and so important in its truthfulness and exactness, that he was highly complimented upon his efficiency. His data was made a feature of official documents.

E. J. Miley was born in St. Clair county, Illinois, October 22, 1873. He came to California when a mere youth and located in San Francisco, where he was educated in the public schools, later beginning life as a rancher, and in 1900 engaging in the oil business. He is now recognized as one of the successful oil operators of California.

Mr. Miley resides in Pasadena, where his wife and three attractive boys make life worth while. He was married to the daughter of A. B. Butler, now of Washington, D. C., who formerly resided at Fresno, notable in vineyard and horticultural life. Mr. Butler opened up the Kern River oil field with the Petroleum Development Company, his associates being Messrs. Doheney, Chanslor and Canfield, and he is extensively interested in Oklahoma oil fields.

STATE CONSOLIDATED OIL CO.

This company's oil and development properties embrace extensive acreage in the famed McKittrick field, in the Belridge and Midway fields of Kern county, in the Simi Valley territory of Ventura county, and in other sections.

The State Consolidated Oil Company is operated under the personal general management of its president, E. J. Miley, one of the best posted oil experts of California, a man thoroughly familiar with and in touch with the details of development, production and marketing, who has been for years identified with the oil industry of the West.

A. M. Buley is secretary, and offices are maintained at 911-915 Baker-Detwiler building, Los Angeles, where courteous attention is extended those interested in oil and developments of this great industry.

The company was incorporated March 8, 1911, and has been steadily conducted on a business basis, paying dividends to its shareholders of a substantial nature.

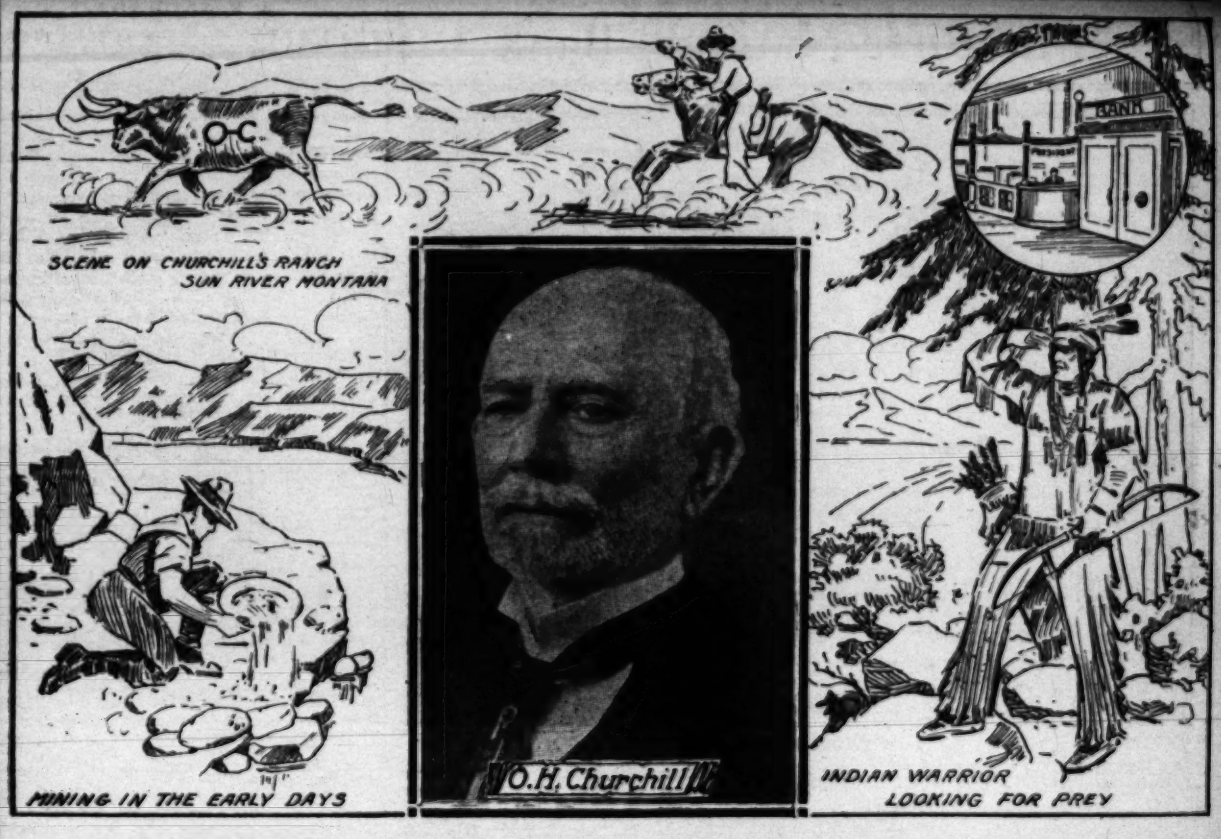
The officers of this company are men who have faith in the future of this most notable California industry—men who have climbed up the ladder of success because of personalities and ability. They have handled the affairs of the company along meritorious and progressive lines, and have won success because they knew how to bring in producing oil wells and secure property in legitimate fields.

It is such interests and such men who have aided in making California the famous oil-producing country it is today.

SAN DIEGO ARMY AND NAVY ACADEMY.

This academy, located at Pacific Beach, and founded by Capt. Thomas A. Davis, late Sixth U.S.V. Infantry, grew, in three years, from thirteen to 128 cadets, representing fifteen States and four foreign countries. It has gained government recognition and has become affiliated with leading colleges.

The academy offers many unusual advantages: comprehensive courses of study, a superior faculty, beautiful location, boating and surf bathing, out-of-door sports throughout the year by reason of unexcelled climatic condition, the combining of military training under a regular army officer with the character training and wholesome influences of a cultured and refined home.



O. H. CHURCHILL.

The above picture shows this noted pioneer in characteristic sketches true to life. He made his money and achieved success as a miner, a cattle man, owner of the once noted O.H.C. brand as shown on the range cow, and in banking and financial operations.

For more than thirty years he has been identified with the industrial, banking and progressive interests of Los Angeles, and he is an extensive property owner in the Sixth-street section. He also owns residential property and lands in Southern California, all of which makes him, at the age of 72, a typical western booster who believes in the opportunities of California.

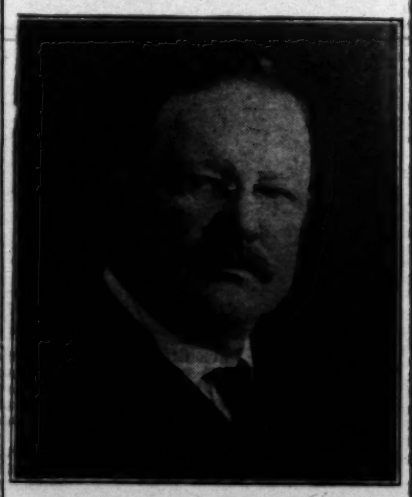
Mr. Churchill was one of the organizers of the Los Angeles Chamber of Commerce, retaining an active membership in that institution for many years. He was one of the charter members of the National Bank of California, being for ten years its vice-president, and is now one of its directors.

To more practically handle his extensive financial and land interests, Mr. Churchill in 1910 incorporated his personal holdings into the O. H. Churchill Company, where he continues to direct the details in an able manner.

The early day history of this pioneer reads like a romance true to life. He was born in Illinois, June 16, 1841, crossed the plains in an ox team in 1850 with his parents when but 10 years of age, and for years roamed the hills of Washington, Oregon and Idaho as a prospector and miner, later entering the cattle business in Montana and becoming one of the extensive range operators of that section. He owned thousands of cattle and was a director in two banks in Montana before coming to California some thirty years ago. During the early days he had many skirmishes with Indians and tells many remarkable stories when in a reminiscent mood.

Mr. Churchill is now in his 72nd year, hale, hearty and active. He resides in a beautifully located home place, amidst an abundance of flowers, shrubbery and semi-tropical life, at No. 2201 South Figueroa street, one of the famous boulevards of picturesque Los Angeles, where, surrounded by members of his immediate family, he enjoys life as only one who has lived an active and successful past can enjoy it.

JOHN L. CONNOR.



For ten years in Los Angeles the name of John L. Connor has been representative in contracting and building fields. Fifteen years prior to that he was one of the large contractors operating in Chicago. He built many structures in that big eastern city, and since coming to Los Angeles has been identified with important construction work, specializing in high-class residences, apartment-houses and hotels.

Mr. Connor was contractor for the handsome new Hotel Maryland building, erected at a cost of $200,000, which he completed according to plans and specifications in record time, the hotel being ready for the great reopening on Thanksgiving Day. The new Hotel Maryland is almost an exact reproduction of the building destroyed by fire, and is one of the representative structures of Pasadena, noted for its magnificent buildings.

In Berkeley Square Mr. Connor's handiwork is evidenced in a number of palatial residences, and at Santa Monica he built the handsome home of Bishop Conaty. The Sisters Hospital building and numerous other structures in various parts of Los Angeles and vicinity were erected under Mr. Connor's personal supervision.

Mr. Connor has offices at No. 429 West Thirty-third street, where he is prepared to provide bids and make estimates on any class of building work. He has become naturalized with the progressive California spirit and is now a typical booster for Southern California, the mecca of the Golden State.

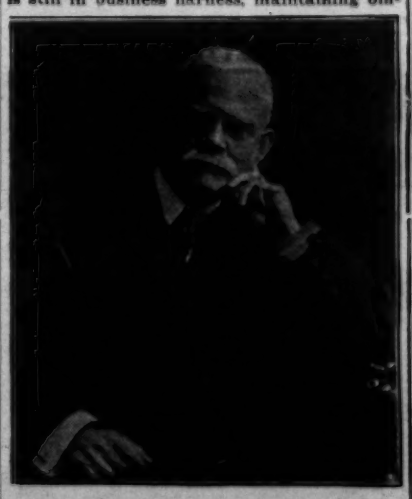
W. E. YOULE.

Known among the leading and successful oil men of California as a pioneer in the oil well development fields, W. E. Youle occupies an interesting position in the West.

Mr. Youle was born at Pontiac, Mich., sixty-seven years ago. At an early age he went to the oil fields of Pennsylvania, then in an undeveloped condition. He engaged in business as an oil well driller and contractor, and during his thirteen years in these fields, became one of the most representative of the younger oil operators. He also became familiar with the West Virginia oil fields through handling big interests. During these years Mr. Youle became an expert driller and acquired that personal knowledge and experience in oil field developments that became so valuable in after years.

In 1877 he sank the first producing well in California in the Santa Clara district. He next proved oil districts in various sections of the Golden State. For three years he was a factor in the Puente district, and his name is affiliated with the McKittrick, Midway and Sunset fields. During eleven years there he sank many wells under contract. He personally supervised the sinking and drilling of some 200 wells in the biggest California districts, where he is well known as "the" veteran oil driller of California.

After fifty years of active work Mr. Youle is still in business harness, maintaining offi-



ces at No. 1032 California building, Los Angeles, where he represents the California Marble Company, a big industrial organization, and retains interests in various oil fields. He is a famous traveler and a believer in Los Angeles and Southern California.

LOUIS HEATON ROSEBERRY.

As trust attorney for the Security Trust and Savings Bank of Los Angeles Mr. Roseberry is noted as an expert in banking law, paying particular attention to matters of trust. He is also attorney for the State Board of Health.

As a lawyer and a man of public affairs Mr. Roseberry is prominent in California. He has been a leader in California politics for years; was a member of the State Senate from the Thirty-third District in 1908, and is the author of the "Roseberry Liability and Compensation Act." He has offices in the Security Trust and Savings Bank, where he looks after the intricate legal details of that great financial establishment, and is a member of the National Geographical Society, the International Peace Society, and of the Jonathan Club.

TALLY-HO GARAGE.

In November, 1914, the Tally-Ho Garage was purchased for his sons by T. Filben, a far-seeing business man, who appreciates the future of Los Angeles. This garage was established many years ago as a leading livery business of Los Angeles, passing into the ownership some years ago, of Karl Elliott, a wide-awake man of affairs, who converted the establishment into a modern and representative garage, paying particular attention to general autos for hire, auto supplies, storage and repair work. Since its inception the trade has grown and expanded under the management of C. E. Sellers, who has been retained as manager by Mr. Filben.

The Tally-Ho Garage is conveniently located, at First and Broadway, Nos. 107-9-11 North Broadway, and is splendidly equipped for business.

Commercial Prizes Awaiting Us in Central America

NOW'S THE TIME.

WITH the development of the American merchant marine, because of the European war, the opening of the great Panama Canal, the upbuilding of Los Angeles Harbor (San Pedro) and the numerous and steadily advancing trade prospects almost being forced upon Los Angeles, the striding metropolis of the ever grand and picturesque southwest of the Pacific Coast, the present is a most opportune time for our financial operators, shipping, wholesale and distributing interests to capture the wonderful shipping and industrial business of the Central American countries, which has been practically controlled and dictated by European countries in the past.

We see a number of great and productive Spanish-American republics practically clamoring for recognition of their vast possibilities by the people of America.

Beginning at the border of the southwestern coast of Mexico we find that semi-historical and very productive republic of Guatemala, with an area of 63,400 miles of rich and productive territory and a population of nearly 2,000,000 people, mostly industrious, energetic and friendly, many of whom gladly welcome the friendship and trade connections of representative American interests, and who gladly invite the people of Los Angeles and the Pacific Coast to co-operate with them on a business basis for the future development of mercantile, manufacturing, industrial and trade conditions.

* * *

DOWN THE LINE.

Adjoining Guatemala is the little republic of Salvador, directly facing the coast of the Pacific, having only 7225 square miles of territory, but a population of nearly 1,000,000 people. This is one of the most notable and productive sections of the Central American section.

Next we have the republic of Honduras, famous for its agricultural possibilities, with 43,000 square miles of territory, and unlimited possibilities, as yet practically undeveloped. The population of this republic is about 500,000. It is bounded by Guatemala on the west, Salvador on the south, Nicaragua on the south and east, and the Caribbean Sea on the north, with shipping connections through the Gulf of Fonseca on the Pacific to the south.

Nicaragua, the republic with a history, farther south along the shores of the Pacific, with its wonderful lakes, waterways and possibilities, has an area of 49,200 square miles of territory, with a population of about 500,000.

Adjoining this republic is Costa Rica, noted for its great productiveness, magnificent opportunities, advantages of waterways and ports, with an area of 23,000 square miles and a population of 350,000 energetic people.

Further south is Colombia, the center of the Gulf of Panama, with added possibilities.

Dealing especially, however, with the wonderful republic of Guatemala in this article, the attention of Los Angeles business interests are called to the opportunities of the present.

Unfortunately the splendid inviting conditions of trade development, because of agricultural possibilities and productions, are very superficially known by Californians, and by the American people generally, with the exception of a few well-posted government officials and experts familiar with trade conditions.

The only information obtainable as a rule has been provided by writers whose descriptions ran more to the customs of the natives, fiction and the like, than to the important real facts and conditions, much of which was neither exact nor sincere.

The writer has spent some time carefully studying the conditions existing in Guatemala, the most important of the Spanish-American republics on the Central America isthmus, and can truly and conscientiously state that the people of Guatemala are industrious and laborious, devoted to the consolidation of the many economic interests of their republic, as well as entertaining, educated and pleasing to meet.

This is especially notable in Senor Estrada Cabrera, President of Guatemala, who renders, by all the means at his command, the best possible administration of public affairs, ever courteous and willing to give official information about the lands, industries, agricultural and general possibilities, shipping and other conditions, in detail, to those interested, and a most able worker for the future of his country.

* * *

READY TO ENCOURAGE.

The President is ever ready with his Cabinet and staff of officials to encourage new lines of steamships, railroad communications and power lines to the interior from coast points; he fosters and encourages construction of manufacturing plants and the distribution of agricultural machinery of all kinds, and believes in new and handsome buildings, many of which are being erected at this time.

In the constantly increasing number of its public schools, the rudiments and most important studies of practical life are taught, "English" is made a part of their curriculm, so that the present generation will be thoroughly familiar with our language and be ready to progress with the future in the development of the interests of the republic under intensive cultivation and increased population afforded through connections with America.

In this connection it might be well to mention that many leading American schools and educational institutions boast of pupils from Guatemala and other sections of Central America.

Especially are the countries above mentioned notable because of agriculture. Coffee, universally of the highest grade produced in the Guatemala section, is in great demand in all parts of Europe and America, and now, since the war of foreign countries, this great volume of production must be handled through American markets, presenting a most favorable opportunity to Los Angeles operators.

Coffee is the main staple and the principal source of the public and private wealth and revenue of Guatemala, the crop reaching more than a million bags per year during the average season.

The sugar industry opens the way to safe and lucrative investment of large capital through the purchase of large tracts of land, erection of sugar mills and establishment of plantations of substantial production and capacities.

* * *

WILD RUBBER ABOUNDS.

Wild rubber is found extensively, and now that the European supply of rubber used for automobile tires and the like is temporarily curtailed and in some cases entirely shut off, this country presents wonderful possibilities that may yet become most important with rubber as an article of export.

Timber of the finest varieties for construction and cabinet work, interior and decorative finish materials, forms another source of inestimable value and wealth. The forests of Guatemala contain resins, gums and essences peculiar to the country that equal in quality those of the Orient.

There are immense tracts of land covered with abundant natural grasses suitable for cattle raising, and many ranch owners are crossing the wild stock with magnificently bred Holstein, Jersey and Hereford bulls imported from the United States, greatly improving their herds and adding another link in the exporting industries of the future when Central American cattle will be more in demand in America because of our steadily increasing population and lack of great cattle ranges because of intensive settlement by small farmers.

It is to these countries that America, and especially Los Angeles and California interests and capital, must turn, not as a means, however, of acquiring unwarrantable preponderance in any given line of activity nor preparing political protection or gaining political preference. Capital should seek its natural investment and legitimate profit merely as an important factor in the economic order of developments.

* * *

THE SPIRIT OF PAN-AMERICANISM.

The progress of the agricultural and general interests of this country and the handling of exports and products by a direct shipping to Los Angeles mean a great future for this section of the Golden West.

Americans are received in these countries with a generous hospitality and affection. The sincere spirit of Pan-Americanism is notable when the American element refrains from intermixing in the local politics of the Spanish-American sections, which subjects the people seem thoroughly capable of handling with ability.

Though limited in population and territory these republics as sovereign entities must be recognized as the equals of any within the principles of democracy. By example, as to their brothers, they endeavor to teach respect to all of the rights of others and to practice the principles of true liberty.

With these ideas ever before them through the course and wise acts of President Cabrera of Guatemala, the residents of this picturesque republic have made great strides in winning the sincere regard and commercial friendship of American people, which promises t grow by leaps and bounds.

While the recurring rumors of a protectorate and possible annihilation of Central America have done much to injure American trade conditions and expansion and to alienate our friendly intercourse during the past (advantage of which has quickly been taken by European trading interests) the European war has entirely changed existing conditions until now the products of Central America must be handled through American operators, shipped through our home ports and distributed by American interests to the people of the world for perhaps many years to come. We must take quick and prompt advantage of this opportunity to gain this steadily growing trade and control the friendship and prestige of the great interests while protecting and advancing our friends of the Central American republics to the utmost along lines commensurate with sound business.

For years Germany has carried on a large trade in the Central American republics, tenfold larger than the United States. England has for years consumed the greater portion of the coffee produced, and even China's exports exceed those of the United States in some of the commercial products.

By a mutual respect, friendship and consideration, and by respecting any confidences acquired from our southern neighbors of Central America, Los Angeles and American interests can enter a vast field of remunerative operation for capital.

C. BEAUREGARD POLAND.

Los Angeles One of World's Great Jobbing Centers.

BY F. P. GREGSON, SECRETARY ASSOCIATED JOBBERS.

GETTING THERE.

TEN years ago merchants dreamt of the day when great steamships from the far ports of the globe would quietly and majestically glide into Los Angeles—then San Pedro Harbor.

Twenty years ago men in their idle moments allowed thoughts to wander to a day when perhaps the jobbers in this community might supply the entire southern part of the State. In their mind's eye they saw railroads criss-crossing the territory near at home and felt that perhaps some day they would be able to merchandise as far as Arizona.

And then going back to thirty years we find the days of the skeptic. "Los Angeles is not a jobbing center—we believe it never will be; conditions are such that it never can be," declared the majority of small merchants of the little more than pueblo to an eastern wholesaler who had come to look over the field for the establishment of a new distributing house.

Some of those same merchants are big jobbers today although they were bad guessers then. The majority have gone into the discard. No man save a dreamer would have ventured to forecast that at the beginning of 1915 Los Angeles would be doing a jobbing, or wholesaling business, of approximately $300,000,000. The area over which the jobbing has extended is wide and growing ever wider. From the radius of a few miles, Los Angeles is becoming a distributing center which radiates throughout the world. Its field is limitless and the next ten years should place it among the greatest centers of this character in America, a position it is rapidly arriving at.

The greatest factor for the advancement of the jobbing business has been the organization of Associated Jobbers, a society that had its inception in 1898 when it became absolutely essential for the few wholesalers to get together in order to secure a reduction of railroad rates which would allow local goods beyond the back door of the community. Rates were discriminatory. It was possible to ship a car of freight from San Francisco to San Diego for just about what it cost to ship it from Los Angeles. Northern jobbers could ship into the San Joaquin Valley for half what it cost those in Los Angeles.

San Joaquin Valley questions were the first disposed of. How effectually may be judged by the fact that shipments at the time the Traffic Bureau of the Associated Jobbers was established, amounted in total for car and less than carload business, 21,800 tons. At the end of the fiscal year, June 30, 1914, the tonnage had increased to 116,200 tons, and this despite hard times last year.

What was accomplished in the San Joaquin Valley has been accomplished in Imperial Valley, in the great and growing Owens River Valley and into Arizona territory. Terminal rates, which are a great protector in a distributing territory, have been adjusted and held in line when failure to provide for this would have spelled the undoing of the gradual work that has been accomplished. Depot facilities, transportation service and countless minor matters have been carefully arranged for the protection of the jobbers. The new man that enters the field has all of these advantages and there are daily inquiries by large eastern and foreign manufacturers regarding these very things.

With these accomplishments set forth, it is possible to say something as to the future. The opening of the Panama Canal has already disposed of the terminal rate controversy and has made it essential for the railroads to look to a reduction of freights across the continent which will equalize them with the water rates, particularly from the Middle West to Pacific Coast points, which have been discriminated against in favor of the Atlantic Seaboard. The Ohio, Missouri and the Mississippi River points, as well as the growing territory along the Gulf, are now open.

Our ever-developing port is of greatest interest to jobbers. Already there are four or five steamship lines that are utilizing the canal route from the Atlantic Coast to Los Angeles. There are three European lines, discommoded it is true by the war, that were giving regular service to ports in England, Holland, Germany, France, Spain and Italy. Others were planned for practically every port of Europe, including Russia, Greece, Norway and Sweden. Regular and permanent service between Los Angeles and the Orient is not a conjecture, but has been a fact for more than a year and additional lines will probably call here as soon as the great international conflict has ceased.

Mexico, Central America and all the countries of South America are open and in a few months regular sailings to most of the Latin countries in the southern continent will be a fact. Low rates in and around Los Angeles mean that no other jobbing center will be able to compete for our own trade here, but will also have difficulty in competing in outside territory.

Considering the difficulties which less than ten years ago looked insurmountable and that have been gradually and consistently overcome; looking at the past which held nothing to Los Angeles as a jobbing center, and seeing how this idea has been dispelled, it becomes impossible to fathom the wonderful future of our growing jobbing trade. With peace and prosperity in Mexico, the same conditions abroad, the ever-increasing number of California products and manufactures, the outlook for the future is boundless.

Los Angeles could and should become one of the greatest jobbing centers of the world and the day is not far distant when she has achieved at least the major part of that distinction. Only one thing is necessary and that is the co-operation of the wholesalers, more necessary now with the continual expansion than ever. The local Associated Jobbers should soon have a membership list of 300 live, progressive firms; and these, with a little help from the railroads, the steamship companies, and the general public, will quickly and effectively place Los Angeles where she can claim a proud title.

New Oilcloth Factory.

The first oilcloth ever manufactured on the Pacific Coast or this side of St. Louis was turned out by the new factory of the Pacific Oilcloth and Linoleum Company at Huntington Beach in November. For the present, oilcloth only is being manufactured. The capacity is 400 rolls a day. The plans call for a group of buildings to cover fifteen acres of ground and for the employment of 300 men. All kinds of linoleum in all sorts of colors will be made.

All buildings must be fireproof and those already built are of most substantial construction, of brick, concrete and steel. The main building is 66x326 feet in dimensions and there are a number of lesser buildings, such as the transformer house, stockroom and warehouse.

E. J. MILEY.

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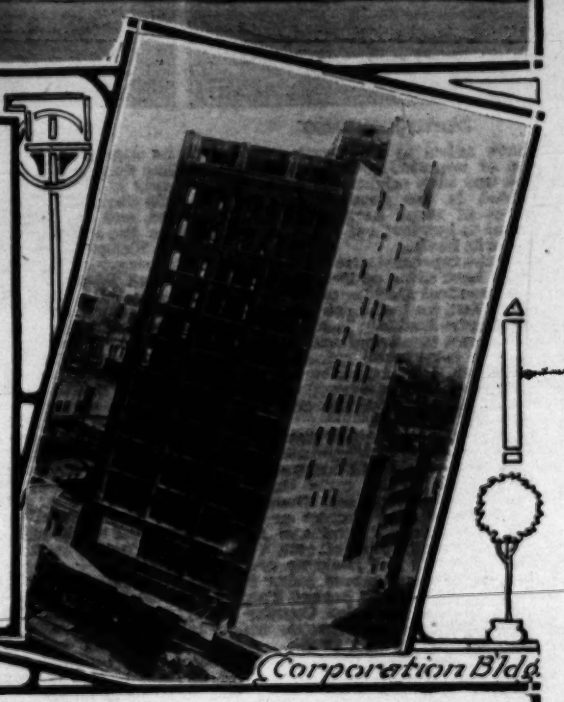
C. J. Kubach & Company, Contractors.

J W Robinson B'ldg.

Merchants National Bank B'ldg.

A SUBSTANTIAL proof of the prosperity of Los Angeles is evidenced by the erection in all parts of the city of the many handsome office buildings and business houses. These structures are a credit to the promoters and entail an immense expenditure of capital and give employment to a vast army of skilled and unskilled laborers. Prominent among the building and contracting concerns of this city is the well-known firm of C. J. Kubach and Company. Mr. Kubach has been identified with the erection of some of the most important of these and is acknowledged as one of the most successful contractors in the city. During the year just ended he contracted for and supervised the construction of the Merchants' National Bank, located on the corner of Sixth and Spring streets, which cost approximately $1,000,000; the Mason Estate building, Spring street, below Seventh, $400,000; the Southwestern Museum, Avenue Forty-six and Marmion Way, $200,000; the Hauerwaas Estate building, Long Beach, $150,000; Southern California Automobile Company's building, No. 1744 South Figueroa street, $35,000. The large department store being erected by the J. W. Robinson Company on the corner of Seventh street and Grand avenue is also being built by Mr. Kubach at an approximate expenditure of $1,000,000. This enterprise will give employment at various times to upwards of 500 men and will when completed be the largest building of its kind in the West.

Mr. C. J. Kubach is president and manager of the company and Mr. George H. Schneider secretary and superintendent, with offices at 701 Merchants' National Bank building.



Corporation B'ldg.

Southwest Museum.

Hauerwaas B'ldg Long Beach

J. F. KAVANAUGH.

A rising and able young architect of Los Angeles is J. F. Kavanaugh, with offices at 922 California building, where he is associated with George F. Costerisan, one of the pioneer architects, whose name is identified with many notable Los Angeles buildings and homes.

Mr. Kavanaugh plans and designs homes and public institutions, manufacturing and industrial sites and general architectural work. He has been a resident of this city since 1903, coming here from Ohio. He is a graduate from the Shaw Academy and the Case School of Applied Science, and is one of the rising young architects of the profession.

Mr. Kavanaugh has designed many attractive homes and commercial buildings, and has a bright future in Southern California fields.

W. R. PHELPS—CONTRACTOR.

For many years the name of W. R. Phelps, whose office and shop are located at No. 1037 West Pico street, has been identified with the progressive building activities of this city. He makes a specialty of general contract work, and has an established prestige for efficiency and high-class work. Mr. Phelps has constructed some of the finest city residences beside business buildings, churches and schoolhouses.

W. R. Phelps is a practical carpenter and builder who has made a life study of all the details of the trade.

He takes and executes small and large orders for building of all descriptions on either contract or percentage, and does general jobbing, store finishing, and remodeling, giving prompt attention to business which has won for him success. He is a progressive booster who believes in Los Angeles.

CAFE NAT GOODWIN.

Standing in magnificent relief above the waters of Santa Monica Bay, fitted up in a manner of splendor to harmonize with the unexcelled grandeur of the surrounding display of nature, is the Cafe Nat Goodwin, the Mecca of auto parties and others seeking a haven of quiet where the richest offerings of culinary art can be obtained.

The pier approach, marked by a spacious archway, affords parking space for hundreds of automobiles, and rare is the occasion when it is not dotted with machines. A footman is constantly on hand to care for the motors while the owners are reveling in the excellence of the cuisine within. The building's exterior is finished in white, and at night myriad incandescent lights outline the structure for miles up and down the resort-famous coast.

Quiet elegance pervades the main dining-room, the tables, flanked by potted palms, being set in verdant bowers. There are numerous white-clad waiters and uniformed bus boys ready to serve the demands of patrons, and when night brings its flood of visitors a dazzling, alluring scene permeates the establishment and gaiety reigns supreme.

The dance floor is 20x60 feet in the center of the main dining-room, and a grand piano gives music while the orchestra is resting. This dance floor is practically an open-air Terpsichorean fairyland.

There is no resort on the entire coast with such inducements to the careful diner and tourists in quest of places of interest.

W. H. MARKER.

Dealing in high-grade municipal, improvement and industrial bonds and first-class securities, and specializing in their sale to Eastern investors, W. H. Marker, stock and bond operator, with offices at 611 Washington Building, Los Angeles, has built up a prestige and demand for California securities of this class that is far-reaching and effective.

Mr. Marker has stimulated a demand among New York, Boston, Ohio and Eastern interests for this class of securities because he thoroughly understands their value, and because they draw good rates of interest and are accepted by banks as good collateral. He is a progressive bond operator thoroughly familiar with financial conditions and has a first-class list of bonds for the attention of investors.

THE TROY LAUNDRY COMPANY.

Perhaps no concern in this city of magic records of business expansion has enjoyed a more rapid growth than the Troy Laundry Company, one of the most modern and efficient plants of its kind in the world.

Founded in 1899 on moderate lines, the establishment has steadily developed to meet requirements, until the works now occupy four lots. The plant, situated at Fourteenth and Main streets, contains a water-softening plant costing thousands of dollars, is exceptionally well ventialted, clean and healthful. It enjoys an enviable reputation for excellent work, and rarely loses a patron.

G. A. Miller is president of the company and G. Spencer Shimmin is secretary and treasurer.

Child Gardeners of Los Angeles Public Schools

Inspecting the garden.

Kindergarten cucumbers.

The hoeing season.

Girl gardeners are the best

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

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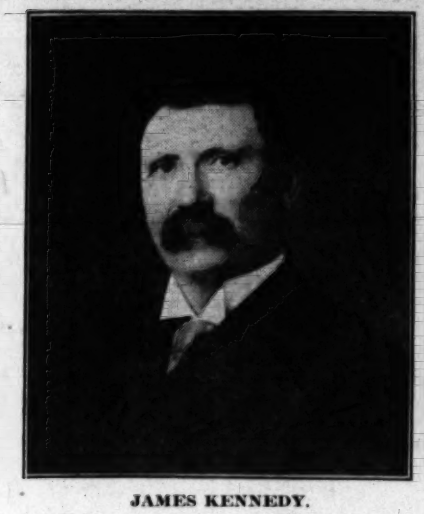
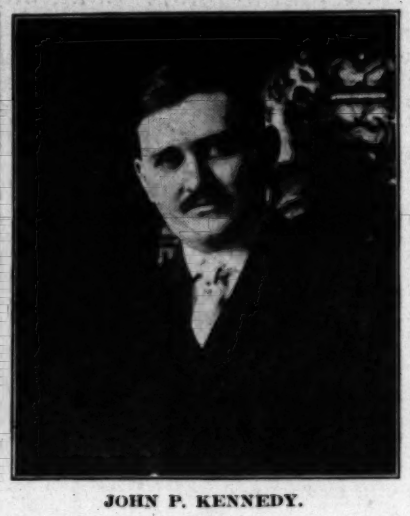
James Kennedy



JAMES KENNEDY.



JOHN P. KENNEDY.

To have added to the development and progress of one section is an achievement of which any man might well be proud; to have aided in the development and advancement of many sections is an honor that comes to but few, but one that attained is well worth having.

Among the representative men of Los Angeles, who have given of their executive talents and practical abilities to many parts of the great West, and who are identified with the real Empire Builders, is James Kennedy, the well-known municipal and general contractor, who established offices in Los Angeles in March, 1914, when he was awarded the contract for the construction of the big La Brea storm sewer for this city, at a contract price of $662,000.

This has proven one of the most important municipal developments of late years, the earth excavated being about 150,000 cubic yards. The main line of the sewer is 7.7 miles long and there are 3.8 miles of laterals. The sources or heads of the new drains are at First and Alvarado streets, Second and Colina streets, Vendome and Council streets and Bellevue and Coronado streets, the last-named being farthest north. The outlet is just beyond Third avenue, near the Los Angeles Country Club, emptying into a natural arroyo, which in turn empties into Ballona Creek.

The largest section of the drain, of which there are 1796 feet, is in the shape of an arc, 13 feet 4 inches wide and 8 feet 4 inches high. The dimensions of other sizes are: 8 feet, 288 feet; 8 feet 6 inches, 904 feet; 8 feet and 3 inches, 1225 feet; 8 feet square, 660 feet; 10 feet 10 inches, 1621 feet; 12 feet 9 inches, 1205 feet.

The laterals are of five-inch concrete pipe, this being the smallest in the system. The larger sizes are built into the trench. Most of the sections are of monolithic construction with reinforced concrete. Brick and vitrified pipe have been used on a few sections.

Great quantities of material have been used in this work, including 26,000 feet of reinforced concrete pipe, 20,000 feet of vitrified pipe, 12,000 feet of brick, etc.

A huge steam shovel, four Parsons digging machines, of the endless-chain variety, costing $10,000 each, and some 500 men have been used daily in this big contract, all hurrying the job to completion.

When Mr. Kennedy assumed this contract he was given 450 days to do the work. He has done it according to the splendid Kennedy system, in the record-breaking time of 200 days, 250 days less than the time called for, and the huge contract was handled under the direct personal supervision of John P. Kennedy, in charge of construction and manager of the Los Angeles interests of his noted father.

La Brea storm sewer and drain was Mr. Kennedy's first contract in this city, and his work has been so representative that he was given the Sunset-Hollywood storm sewer contract, which is now being handled along modern and progressive lines.

The magnificent system and manner of skilled operation, solving of engineering problems and removal of all difficulties by Mr. Kennedy, are evidence of much painstaking effort and a very remarkable example of high-class efficiency.

The Kennedy system is the result of thirty years of practical experience, backed by two generations in contracting and municipal work, and the splendid secret of operations is to make good when put to the test.

James Kennedy began the contracting business thirty years ago at Fargo, N. D. His work was of that high class that won recognition, and he has been favored with large and notable contracts in municipal work, building storm drains and sewers at Salt Lake City, Portland, Spokane and other western cities.

In Spokane Mr. Kennedy recently completed one of the most important sewer contracts on the Pacific Coast, the project costing $1,000,000, the work being handled under the direction of his son, John P. Kennedy.

James Kennedy went to North Dakota in 1878 and soon became one of the important men of that State. He was a National Committeeman for the Republican party and served as State Senator of North Dakota, representing the largest and wealthiest district of the State.

He has now established a permanent residence in Los Angeles, leasing the handsome Wesley Clark home, where he resides with his family. He is the father of eight bright and interesting children, three girls and five boys, ranging in years from 11 to 32 years, and has already become an active and substantial factor in the development life of this metropolis.

Ruy Lopez Company

The product of the Ruy Lopez Company of Key West, Florida, has become famous throughout the United States, and has been accepted by consumers as the favorite brands on the market.

This factory is one of the largest and best equipped cigar factories in Key West, and gives employment to several hundred persons. Special attention is given to the sanitary conditions and the general welfare and comfort of the employees is rigidly enforced.

In every way Key West is the equal of Havana and the ideal spot in the United States for the manufacture of cigars. The industry has gone steadily on for the past forty years, and is now the main source of income of the city. The Ruy Lopez is one of the principal firms there.

Successful high-grade clear Havana cigar manufacturing depends on the atmosphere obtained there together with the employment of skillful workmen in all branches. The necessary conveniences are, also, to be in a direct line of travel to cigar-makers, and Key West has this advantage to a greater extent than any other city—nearness to the raw market. A Key West manufacturer can reach Havana in eight hours and have his tobacco in his factory in Key West forty-eight hours later.

The A. B. Greenwald Cigar Company has been established in Los Angeles for thirty years, and for the past fifteen years has been the distributing agent in Southern California for the Ruy Lopez cigars. Mr. Greenwald has been identified in the business interests of Los Angeles for many years, and has large property holdings and oil interests in this State.

The officers of the A. B. Greenwald Cigar Company are A. B. Greenwald, president and treasurer, and S. Magnus, secretary.

The officers of the Ruy Lopez Cigar Company, Key West, Havana, are John Wardlow, president, and A. V. Jackel, vice-president. Mr. Jackel makes several trips yearly from Key West in the interests of his firm.

MRS. TALBOT'S SANITARIUM.

One of the more representative and successful Los Angeles institutions where the nervous diseases of women are especially treated is Mrs. Talbot's Sanitarium at Rosewood and Normandie avenues. For twelve years this sanitarium has been recognized as a model of its class, and the confidence of physicians is enjoyed to such an extent that many of the leading practitioners send patients to this sanitarium, where careful treatment and pleasant surroundings are special features, while the nursing and good food do their special work in curing and helping the sick recover nerves and mentalities.

Patients sent to this institution remain under the personal care of their own family or attending physicians until cured. Individual cases are treated by individual rules and study is made of each case, thus insuring that care so necessary in nervous cases.

Many interesting features are provided at Mrs. Talbot's Sanitarium for the exercise and amusement of patients, and the institution is remarkable for its total absence of hospital atmosphere. Home surroundings add to the attractiveness and patients are made to feel more as if they were at home convalescing.

The sanitarium is conducted under the personal management of Mrs. A. C. Talbot, a woman of culture, who has had years of practical experience in sanitarium work. She has made this one of the successful institutions through kindness and efficiency in handling the most difficult cases.

LA CRESTA SANATORIUM.

An ideal home for nervous and convalescing patients is La Cresta Sanatorium, conveniently located on West Temple street, Los Angeles.

La Cresta is not a hospital. It is entirely lacking in the appearance and air of a sanatorium. It is an institution provided with all conveniences necessary for modern comfort. The building has a home-like air, with large verandas and sleeping porches; has thirty rooms, steam heated and attractively furnished, and the surroundings are perfect for rest, sleep and rapid recovery. The curative processes are obtained by returning to natural methods.

The sanatorium stands on the crown of a towering hill, the view overlooking the city of Los Angeles and the surrounding country. The main buildings and rest pavilions are partially surrounded by beautiful lawns, shrubbery, trees and flowers, and the appearance is picturesque and inviting.

La Cresta Sanatorium is superbly equipped and is said to be one of the finest of the kind in this city. Bathers find here many novelties and innovations, such as sun baths, electric light and internal and medicated baths, salt glows, etc. Capable and experienced attendants are constantly ready to serve alcohol rubs and massage, as well as the famous Neuheim bath treatment, so highly beneficial in cardiac and circulatory ailments. The application of electricity for many ailments is a special feature here.

Patients suffering from rheumatism, lumbago, kidney and liver disorders, all forms of chronic stomach troubles, constipation, nervous exhaustion and mental strain from various causes find this an admirable resort for treatment. The nurses of this institution are thoroughly trained for hydrotherapy and massage.

Patients are constantly under the care of competent nurses acting under physicians' orders, and special nurses are provided on request.

Maternity cases find every convenience here, a feature being the application of the twilight sleep, which subdues pain, and creates a restful feeling, making La Cresta one of the most efficient homes of its kind on the Pacific Coast.

ANGELUS HOSPITAL.

This institution, located at Washington and Trinity streets, is noted for its efficiency and excellent location, free from the noises of the commercial district.

It is surrounded by large and beautiful grounds, where patients may enjoy the sunshine or shade during their convalescence. The building is of brick and concrete construction and is practically fireproof. All the rooms are large and sunny, being all outside rooms.

It has three operating rooms, top lighted and equipped with every appliance known to modern, up-to-date surgery. The Angelus Hospital is nonsectarian and open to all classes of reputable patients. This hospital maintains a training school for nurses, giving a thorough three-year course of instruction. A nurses' home has been provided, affording all the comforts of a modern private home. Those seeking hospital treatment will find the Angelus ideal in every respect. Information cheerfully given in person or by mail, Mrs. H. W. Pahl, superintendent.

KENISTON & ROOT.

Twenty-six years ago the firm of Keniston & Root was established.

The activities of the firm include the wholesaling and retailing of hospital supplies and medical equipment generally. They also manufacture the famous "Keniston & Root" brand of elastic hosiery and abdominal supporters.

The company's Los Angeles headquarters have recently been removed to No. 418 West Sixth street, where they have leased new and commodious quarters, comprising more than 7500 feet of floor space in the Baker-Detwiler Building, and are in a better position than ever to handle their ever-growing volume of business.

HUNSAKER & BRITT.

Attorneys and Counselors at Law.

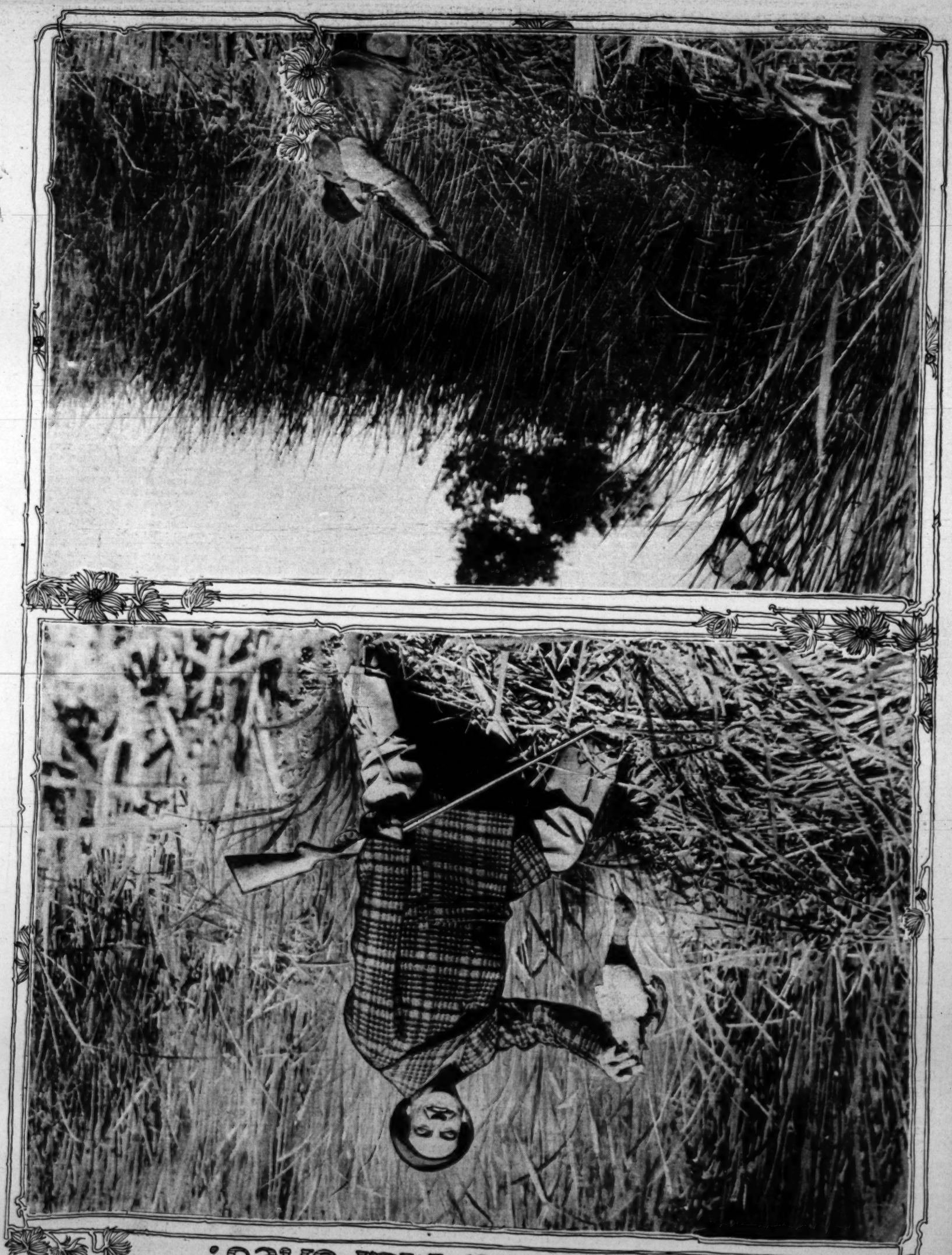
This firm of lawyers is composed of William J. Hunsaker and E. W. Britt. With an interval of a few years (1893-1900,) their partnership relations have been maintained for above twenty-seven years. Offices in the Title Insurance building, Fifth and Spring streets.

WE BUILD FOR $3500
THIS 8-ROOM CHALET
COMPLETE IN ALL RESPECTS

LET US AUTO YOU TO SEE SAMPLE HOUSES.
SEND 5c FOR OUR NEW $1 BUNGALOW BOOK.

EDW. E. SWEET,
DESIGNER AND BUILDER
491 BLACK BLDG. BDWY. 1613.

Completing a Boulevard from Los Angeles to the Sea.



The Duck-Hunter's Joy-Southern California Marshes.

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James Kennedy

Ruy Lopez Company

The product of the Ruy Lopez Company and Key West has this advantage to a
of Key West, Florida, has become famous greater extent than any other cigar

"THEY DO WELL.

"NOT IN ARMAMENTS is a nation's strength; not in gold its wealth;

Jallespe Manufacturing Company.
Coast Plating Company.
Refrigeration Plants Manufacturing Company.

the headquarters of this rich industry. Oil is brought here in vast quantities from the local and interior oil fields and is piped

beet-sugar factories. Ours is the nearest port to many of the rich islands of the Pacific and direct steamship service will pro-

The Port of Los Angeles Takes the Lead; Effect of Canal on Pacific Coast Shipping.

THE most sanguine promises held out for the port of Los Angeles in pre-canal days have been outdone by results. The scepter of mastery over transcontinental trade has passed to the steamship companies and the farsighted confidently predict years of ascending prosperity for Los Angeles that will make it the manufacturing and shipping metropolis of the Pacific Coast.

In the six weeks immediately following the opening of the Panama Canal, 32,000 tons of merchandise from Atlantic Coast points were laid down on the wharves of this port. This was a 200 per cent. excess of the handling for any previous period of similar length. It was 65 per cent. of all tonnage moved to this city from the territory east of the Mississippi River, and 75 per cent. of that from the territory East of the Alleghenies.

More significantly, it means that inbound tonnage for the year succeeding the opening of the canal, from territory tributary to New York and Boston and other Atlantic Coast ports, will approximate 300,000 tons. The total of all merchandise moved to all Pacific Coast ports from the Atlantic Coast in 1913 was but 434,115 tons.

Furthermore, and perhaps most significant of all, Los Angeles in the six weeks previous to September 30 received over 30 per cent. of all tonnage moving to Pacific Coast ports. The actual figures are: 32,000 tons to Los Angeles and 103,886 tons to all Pacific Coast ports.

Commenting on this, the greatest of all revolutions in the traffic world, for it is nothing else, Traffic Manager Gregson of the Associated Jobbers said:

"The railroads must reduce their rates on oranges to Atlantic Coast points from $1.15 to 70 cents a hundred or lose the business. Similar reductions for the same reason must follow on other commodities, for we are passing through the greatest revolution in transportation that this country has ever seen; a revolution that many think will mean the remolding of the nation's industrial map, the drawing of the great inland manufacturing concerns to tidewater for the reason that they are even now operating at a disadvantage compared with concerns not handicapped by railroad rates arbitrarily fixed at a level much higher than the water charge for carriage."

Regarding the future, compilations by P. P. Hastings, assistant general freight agent for the Santa Fe, show that the monthly west-bound capacity of all steamship lines now making this port is 111,600 tons. As the 32,000 tons laid down here in the six weeks immediately following the opening of the canal constituted 65 per cent. of all transcontinental business handled, it is obvious that the steamship companies are prepared to care for nearly double the tonnage now moving by all carriers from the territory east of the Mississippi River.

But the steamship companies are not sitting quiescent, waiting for the Southwest to grow and settle up and make additional tonnage. They are going after the business. A few weeks ago the American-Hawaiian Steamship Company began operation over a trade lane stretching from Boston to Honolulu, with New York, Philadelphia and Los Angeles as ports of call. This concern will also shortly make New Orleans and Galveston ports of call, thus bringing the wheat fields of Kansas and the sugar plantations of Louisiana right to our door. The Luckenbach Steamship Company, with eight vessels, and Sudden & Christianson, with six, also contemplate calls at various Gulf of Mexico ports.

Neither does the Atlantic-to-Pacific Coast business hold all the guerdons of promise for this port. Last month there put in here a motor ship, the Malakka of the East Asiatic Company, Ltd., on a trade lane around the world. This boat was the vidette of motor ships of two nations that will make this port on regular schedules, beginning within a month, to take oil here and receive and discharge cargoes. Though the European war has turned the shipping world topsy-turvy, the cessation of the struggle will doubtless be the signal for the renewal of routings by the English Harrison line and the German Kosmos line. That the Hamburg-American, Royal Steam Packet Company and other great passenger-carrying concerns will make this port is assured. The Matson Navigation Company has already found a combination of freight and passenger business profitable between this port and the Hawaiian Islands, and has established thirty-day service.

But, aside from prospects, the months of July, August and September saw cargoes to the value of $21,390,152 received or unloaded here. This was a valuation 25 per cent. in excess of the figures for the corresponding months of 1913, in spite of the fact that lumber receipts last year fell to the lowest figures in years. Los Angeles, however, still maintains its position as the greatest lumber port of the world.

Reverting to the original subject of the revolution in the traffic world, which has resulted in such large gains for this port, it is obligatory that the railroads' attitude be stated. They have petitioned the Interstate Commerce Commission for authority to reduce Pacific Coast terminal rates to the level of the water lines, but with a proviso that these reductions shall not operate to cut rates to intermountain territory. The commission now has this application under advisement.

To get some idea of what the steamship companies have done to rates, it need but be pointed out that since October 1 they have reduced from 20 to 60 per cent. on 500 different commodities moving between the East and West. Also, the railroads claim, the reductions have all been on commodities which the railroads long moved at next to cost. It may seem to be a perversion of facts to say that the railroads are willing to move these commodities at even a lower price than they are now moving them—are willing to cut into their already small earnings to move them—but such is the case. The reason is that the railroads have large investments that they are unwilling to see inoperative in a revenue-returning line. Railroad officials also feel that eventually things will right themselves; that the natural growth of the West must result in profitable business for both the railroads and the steamship companies.

An instance of what the steamship companies can do and are doing to the railroads follows: The rate on pickles from Chicago to Los Angeles by rail is $2.45 a hundred pounds. The combination of the rail rate to New York with the water rate to this city is $1.20. Or take 100 pounds of hardware. It can be picked up at Chicago, moved to New York and transshipped there for this port at $1.35. The all-rail rate is $1.90. Imagine the advantages which these low water rates give the manufacturer shipping from tidewater to tidewater.

"I saw manufacturers from Chicago and Kansas City and Detroit get up before the commission in Chicago," said Mr. Gregson, "and assert that unless something is done to give the railroads relief they must move their factories either to the Atlantic or the Pacific Coast."

Perhaps it may savor of irony to recall the assertion made here some months ago by Col. W. H. Black, senior member of the United States Board of Engineers for Rivers and Harbors, and long United States army observer of the work of the Panama Canal Company, that the canal was conceived first to preserve the insularity of the United States, and, second, to put the check of water competition on railroad rates.

Yet how provocative of thought is Col. Black's assertion—a proposed engine of war, the Panama Canal, the handmaid of prosperity, the instrument of construction, not destruction. It is the sword turned into the pruning-hook.

Living Made Cheap.

BY ALMA WHITAKER.

ONE REASON why we all come back to California is because the art of living is here reduced to simplicity. Both housekeeping and the cost of living are about as satisfactory as anywhere in the world. We have all the advantages of modern civilization (meaning chiefly comforts and pleasant occupations) without many of the counter exactions that come from residence in less kindly climes. And prices strictly moderate.

Of course the chief reason why our bills total so much less at the end of the year is the climate. We can't help talking about our California climate, for it plays such a large part in making things pleasant. It reduces the fuel bills to the irreducible minimum, and obviates the expense of heavy winter clothing. If one has to be poor, one can be poor more gracefully and comfortably in California than anywhere. And if one is rich—well, the rich wouldn't miss their annual pilgrimage to the Land of Sunshine for anything else you could offer them.

But we really haven't any poor in California. Not poor as they know it in the East and in Europe. True, we have our charity societies, our Hollenbeck Home for the aged poor, our settlements, our Down-and-Out home, but even in these institutions the whole standard is higher; we regard them as poor long, long before they would be regarded as poor in most places. That is because we are apt to judge their case on the standard of eastern incomes instead of what can be obtained for the income in our climate.

For instance fuel is a considerable item. In California even the chilliest of mortals would seldom require a fire during the daytime in the winter. The mornings and evenings warrant a fire, perhaps, for three months in the year, but when we light them in the daytime it is a pure luxury, so cheerful and companionable, you know.

Last winter, one of the wettest for years, our fuel bill for a household of five persons was $15 for the whole season. And we weren't being economical on account of the war, then, you know. This year $10 will cover it easily. And it could be done for the mere cost of the stove ($1.50) if we chose to use those highly ingenious air-tight heaters, which don't look so pretty but have a considerate habit of burning anything under the sun, newspapers, old boots, litter of every kind and keeping an ordinary bungalow comfortably heated on a simple diet of waste products.

As for warm clothing, many of our children go barefooted the year round and the majority of them wear cotton frocks and wash suits winter and summer alike. The addition of a wool sweater for mornings and evenings is about the only essential item.

Society dames do deck themselves out in furs, of course. Fashion demands that. But they have to be careful to wear the minimum of clothing beneath and they never look comfy. The burdens of the rich are quite visible. It is no uncommon thing to see a fashionable mama with furs and muff complete, piloting a tiny maiden in flimsy muslin and beribboned frillies, hatless, bare-legged, bare-armed, in what we are pleased to call midwinter—and it is mama we feel sorry for.

Consequently an economical mother can raise and clothe a family decently and well in California on what would seem to be a miserable income back East. Cotton goods, of which most of the children's clothes are made, are very cheap here—a large variety of good materials for as low as 7½c a yard if one keeps an eye on the special sale with which the department stores are very generous.

House rent is cheap. Indeed, this year, owing to the large amount of building that has been done in anticipation of the exposition, homes are to be had for quite low rents. Houses that were $30 and $40 a month last year can be had for $25 this season. But the majority of people find it more economical to buy their homes on the monthly purchase system; for contractors accept as little as $200 down, and at $20 monthly in the form of rent one soon acquires a delightful, artistic, modern bungalow, with a garden to bring joy to the heart. It can be done for less than that, but a desirable locality would be insured at the price named. That is for a five-room bungalow of ideal design, with all sorts of cosy little built-in fixtures like bookcases, window seats, sideboards, etc., and with electric light, hot water heater, gas and such comforts all laid on.

Gas and electric light are actually cheaper here than in London, which is supposed to be the cheapest place in the world. They pay seventy-eight cents a thousand for gas over there and we pay sixty-eight cents, and even in homes where they do their own laundry, the bill rarely exceeds a dollar.

And electric light is only five and one-half cents a kilowatt, against twelve cents in London, and it is very easy to economize with that.

That question of laundry, too, is made delightfully simple. The climate again. To begin with, things don't get so dirty and the dear old sun does all our bleaching for us. Things dry rapidly, of course, and a whole family's laundry is out of the way in half the time it takes in less sunny places.

And this same kind climate is kind on the shoes. As I said just now, the average child goes bare-footed the best part, if not all, of the year, and grown-up shoes last twice as long owing to the absence of mud and slush. Our rain has an amiable way of coming at scheduled times, so that we can be comfortably prepared for it and arrange accordingly.

Our clothes, too, are spared the exacting wear and tear of cruel climatic conditions. Few of us own even a rain coat or an umbrella; we feel rather luxurious when we do.

As to food, in many instances it is actually cheaper than elsewhere and in no case is it higher. For the careful housewife who will take the trouble to trade with a cash grocer, there are great opportunities, for many of the stores here have their own farms, orchards, chicken ranches and dairy farms, the products of which are to be had at wholesale prices. Eggs and butter are a little dearer for the moment, but this is the dearest month in the year for those things, and even so the top price is thirty-eight cents for best butter and forty-five for new-laid eggs. Storage eggs are cheap enough the year round and in eight or nine months of the year eggs are at twenty-five cents and butter at thirty cents for the best grades.

Such things as raisins, dried fruits, cereals, dried vegetables like beans and peas, and canned fruits and vegetables are all very cheap because they are raised in vast quantities in the State and we get them minus freight and export charges.

And, of course, if one puts them up oneself when those things are plentiful, the cost is quite trifling.

Which brings us naturally to the possibilities of the bungalow garden. Growing things in California is the most fascinating of pastimes, for positively everything comes up. To anyone who loves gardening it is a simple and pleasant matter to grow one's entire stock of vegetables in the garden. I personally have done it for years. I feel quite disconcerted if we have to spend a dime on bought vegetables. At the time of writing my garden is well stocked with carrots, turnips, celery, tomatoes, cabbages, lettuce, Swiss chard, radishes, vegetable marrow, onions, beans, cucumbers, beets and green peas, cauliflowers, potatoes, and a new crop of beans is on the way, besides all the nice herby things, sage, thyme, parsley, etc. And all this on about two hours work a week on a fifty-foot lot!

Fruit is very cheap and plentiful the year round, especially the famous California oranges. It is quite sinful to buy marmalade, for one can make it so easily and cheaply. My last fifty pounds worked out at about five cents a pound. Sugar is usually cheap here—we were getting twenty pounds for a dollar when the war broke out, or 100 for $4.35, but that is a thing that is about the same price everywhere.

Meat is reasonable enough for we are within easy reach of the great stock ranches of Nevada and Arizona. And all the big butchers offer "specials" several days a week when legs of lamb appear for 10 and 12½ cents a pound, T-bone steaks at 17 cents, and so on. Stewing meat, which a good cook can make so palatable, especially with the help of the marvelous casserole, can always be had at very low prices—from 5 cents a pound up.

But perhaps our most economical diet is fish. We have the most delicious fish on this coast, many of them unknown to other parts of the world, and meals for whole families can be had for 20 cents. Two pounds of good, delicate fish for 15 cents is an average price.

What Shall We Do With the Crowds of Immigrants Coming to Us Through the Panama Canal?

FROM EUROPE.

A GLANCE at the map of the world will show that the distance from the Straits of Gibraltar to the Isthmus of

Guasti, the manager of the Italian Vineyard Company. This company has 4000 acres in grapes in San Bernardino county, and also buys extensively from outside vineyardists. No more complete or better equipped plant

for labor is intermittent, such as during the orange picking season, the handling of the apricots and peaches, the drying of prunes, grape and olive crops, the immigrants should be settled on tracts of three acres of land, or

every parcel of land available for settlement by the coming large addition to our foreign population. Conditions of soil, climate, general products, demand for labor and the

Seeing Things With New Eyes

By Eugene Brown.

WHAT a wonderful thing is California!

It sounds a trifle impolite to speak of a magnificent province as a "thing," but the little noun is used in hallowed mood as one might exclaim: "How marvelous a thing is Love."

The native son takes everything for granted. He knows his California is wonderful—in fact quite the most glittering jewel in the diadem of the Goddess of Liberty—and he lets it go at that. He cannot comprehend the alluring processes by which others attain the same conclusion, the interesting steps and degrees of comparison. He knows, but he does not know why, his California is America's vineyard, orange grove and barley field. He knows that he dwells in a land of sunny days and starlit nights. But he does not possess that exquisite personal consciousness which comes to those who have dwelt where the heavens hang gloomy four days out of seven.

The simple-minded native citizen of Southern California never even shoveled snow. Poor devil!

It seemed to me when I was a lad—for indeed I was one—that I did little else but shovel snow. We lived in a Michigan city that Henry Ford had not yet made famous, and whenever it snowed—which was 'most any day from October to May—little 'Gene was abroad with his trusty shovel. We owned a few vacant lots in different parts of the town, and as property owners were liable to a penalty of $2 a day for leaving walks uncleared, it kept me hustling to cover my beat. Every Christmas I would get a nice, new snow-shovel for a present, and by that time I would need it. I frequently took it to bed with me nights, so that I would have it ready bright and early in the morning. The first glimmer of dawn would find me peering from behind the curtain to see if the feathery flakes were falling. If they were—which was usually the case—I knew that an active day was before me. As soon as I could get my tummy full of hot buckwheats I would take my red mittens and snow-shovel and hasten forth on the day's campaign. As a result I acquired a snow-shovel motion that would even stay with me when I slept. This embarrassed me greatly when I first essayed to do a little ranching in Southern California. When I spaded up my garden I found that I had absent-mindedly shoveled my lot over the line on that of my neighbor. It was very bothersome all around. On top of it all the man who had the mortgage on it came along and made me shovel it back. If I hadn't he would have had me indicted by the grand jury for removing mortgaged property.

Whenever I go back East for a visit I always call on the wholesale hardware merchant and inspect his assortment of snow-shovels with the passionate interest of second childhood.

Another circumstance that interrupts the normal current of my life is the fact that I cannot break my arm on the ice in Southern California. Back East this had become a form of regular exercise with me. Whenever I had nothing else to do or declined to do anything else I would go out on the ice and after making a few motions like a blind man trying to lassoo a comet would sit suddenly and violently down and bust my bread winner. As an all-round arm-breaker I had Ad Wolgast whistling for help. I was so used to being done up in splints that whenever I met the family doctor I stuck out my arm from sheer force of habit. I carried enough bandages to make a first class mummy of King Rameses. I collected so much money from the accident insurance company that they had a detective watching me for two months to see how I did it. An X-ray picture of my larboard fin looked like a splash. At the last break the bones were so scattered that the doctors had to string me on wires to keep me from coming apart. As a result when I shook hands with a friend my joints would creak and rattle like a phonograph starting out on the ravings of John McCullough.

But out here in California where the only ice we have is in the refrigerator I find it almost impossible to fall down. The only way I can bust anything is to take a tumble from my fig tree and then I am likely to fall on plowed ground and only make a dent in the soil. If the Los Angeles River would only choke up with cracked ice now and then the country would seem more homelike to a lot of frost-bitten geezers who hail from Michigan and snow from Wisconsin. Even if the commissioners would anchor a dummy iceberg in the lake at Echo Park it might help some.

Some twenty-five years ago, when I was old enough to have lumbago and would no longer shovel snow I located in a city in the Mississippi Valley and became interested in a daily newspaper. 'Twas a good, old-fashioned river town—a city then of about the same population as the Los Angeles of that day. It was a reasonably rich and substantial community, well built and garbed in attractive green. Some of the men and women folk were the finest that ever wore a shoe, but the place was stenciled over with the deadly word "conservatism" and had to live down to it. As her strong young men grew up they found it an attractive place to go away from. The old-timers had seen them rise to young manhood in their midst, and shook their heads gravely as they passed into the wild oat period. Being conservative they could not consider that these youngsters were qualified for responsibility. So the juniors emigrated when their school days were fully over and became financiers, merchants, manufacturers and statesmen in other more receptive communities. It was sometimes hard to get the proper quantity of new blood into the old town. Of one thing the community prided itself, however. It was the strongest labor union town in the Mississippi Valley. It had the ghostly walls of two or three large manufacturing plants, idle and dismantled, as the result of sundry "successful" strikes on the part of organized labor. It was a closed shop town in every sense of the word and labor leaders dominated its politics to an unusual extent. I have always been a cordial champion of organization among workers of all classes and was actively enlisted with the pioneer Knights of Labor; but as one wanders about some things cannot but be noted. Without further comment I mention the fact that this conservative, closed shop Mississippi River town has hardly kept pace with it death rate in a quarter of a century. The population varies but a few hundreds from what it was when I first saw it. Yet here in Los Angeles, where they threw the bridle off, where they speculated and where the open shop and industrial freedom are the governing notes, in the same period the fifty thousands have blossomed and bloomed into half a million fluttering souls. Here is the metropolis of a county that is valued at a billion dollars for purposes of taxation and where there are over 300,000 registered voters and 150,000 contented pupils in the public schools.

Is it all in the climate?

Quite foolishly I put off coming to California as long as I could. In other years I had several opportunities to make the journey in private cars as the guest of official railway friends, but I passed them all up. Too busy, was all I said. Came a day when I had to quit. Old Man Rheumatism set his teeth in my joints. Nervous Prostration camped out in my dome. I looked and felt like one of those lost and abandoned souls the late Lydia Pinkham used to practice on. When all the undertakers in town began to evince a friendly interest in me I grew suspicious. More than that. I sold my 'coon dogs and coal stove and headed for California. When I did start I not only paid full railway fare for the trip, but also coughed up a luxurious bonus for the benefit of the Pullman estate. And at that the pesky ticket agent seemed to think he was conferring a favor by taking my money.

In due time I arrived in a bustling place called Los Angeles and began to inhale the vaunted climate. That was a trifle over three years ago. A man who has lived that long in California is almost regarded as an old-timer, although hardly a pioneer. But a three-year residence carries with it the right to slam the administration, to jump on the assessor, to cuss the speed limit, to slander the gas company and to vote every six weeks. Every old-timer doesn't do all these things, but he can if he wants to.

In three years the old town would have shown precious little change. There would be the same loose brick in the sidewalk on Jersey street and the same bum crossing at the market corner. But in these three years in Los Angeles I have seen more things happen than in the previous three decades, and they have been lean and troubled years at that.

Within three years, the skyline of the business district of Los Angeles has been completely revolutionized. There was an itch for tall buildings. But the city ordinances virtually limit all structures to twelve stories; otherwise some ambitious land owners would run them up to the spectacular proportions of some of the cloud-piercers of New York. I have watched the construction of thirty of the leading office buildings in my brief time. These blocks contain some five thousand different offices, most of them being now filled with busy people, including two or three real estate brokers.

The finest motor highway in America stretches its rose-bordered, gorgeously-illuminated course for twenty miles into what was a barley field when I came here, but is now an established community of fine homes, rich orchards, attractive business houses and splendid schools.

I have seen the tributary Imperial Valley—once abandoned as a hopeless cactus desert—become the garden of the West and have noted its production of Egyptian cotton of better quality than the product of the fertile Valley of the Nile.

I have noted the creation of a great industrial city at Torrance, where thousands of willing workers find profitable employment; where they are housed in clean and attractive bungalow homes, and are free from the coal dust, soot and smoke of the manufacturing centers of the East.

I have watched the expansion of the greatest system of interurban electric railways in the world, with its thousands of miles of track covering Southern California as with a net of steel—a system which orders the expenditure of $100,000,000 for betterments and extensions without turning a hair.

I have witnessed the construction of the most extensive stretch of paved boulevards, country roads and State highways yet evolved in America, and which is at once the joy of the tourist and the comfort of the citizen. States, counties and districts unite in the expenditure of millions for a defined programme of road building that considers the greatest good to the greatest number.

I have watched the evolution of a superb school system which includes a chain of the most complete and costly institutions of learning that the world can present. The structures are all of the most advanced type and every need of the growing generation has apparently been anticipated.

These are but a few of the major processes in the great programme of expansion which illuminates Uncle Sam's Southwestern frontier. To catalogue the minor operations would keep the presses running another week.

In this territory the ordinary schedules of city building are reversed. Communities were originally created when families settled near one another for protection or companionship. As they swelled in numbers certain community wants became imperative. Finally they just had to build a road, or a bridge or a school. The young folks began to call the trustees mossbacks or fossils and spurred them into action. Gradually the needs of a new generation were grudgingly recognized by the old.

Here it is different. Men of prophetic vision construct for the future. They take knowledge of a country where all the natural conditions are satisfying. Streets are not only surveyed and graded, but are curbed and paved. There are green parkways studded with young trees. Water, electricity and gas are brought to the front of each lot. Possibly ornate and costly electroliers grace each corner, turning night into day. Comfortable bungalows or attractive chalets are erected; lawns are seeded or roses and geraniums established in floral splendor. Finally a spacious, modern school building is reared and completely equipped. All this being accomplished the gates are opened. Men and matrons are invited to enter; to move into the waiting homes, and do their best to fill the school with ambitious offspring.

It is such prophetic enterprise that makes possible the creation of cities of substance and beauty within the narrow span of two years.

The outdoor life appeals irresistibly to all newcomers. Their whim is to step right off the train onto a blooming onion ranch. It makes 'em strong. A city man whose only acquaintance with broilers has been made at the stage door, will plan to embark in the poultry business as soon as he alights from the Overland. He has it figured out that every hen between the ages of six months and sixteen years is good for at least one egg a day and maybe two; also that the offspring are marketable for fryers as soon as they reach the grasshopper stage. He concludes that he can have his scrambled eggs every morning and still pay for his bungalow on the profit of his herd of Minorcas. Of course he has first taken on his bungalow. No man can expect to be called a fellow-citizen until he has acquired one of these dainty, geranium-upholstered homes. Some of them are not much larger than a cracker box, and from that they swell up to the proportions of the ground area of the old Courthouse back home—although they are not as stately. In fact, some of them are so squatty that a man with a plug hat would have to go in on his hands and knees. But the bungalow is California's greatest unnatural asset. There are over 50,000 bungalows in Los Angeles, but I have never seen two exactly alike, although there are hundreds built from the same set of plans. Yet always there is some variation in treatment or decoration that prevents them from being accurate replicas of one another.

One beauty of the bungalow is the ease with which it is acquired. If you stand on a corner and make a disturbance like a $50 bill you presently find yourself in possession of one of these attractive homes and are urged to move in at once. The balance you can easily pay in monthly installments covering the next seventy or eighty years. If you have no wife, family or furniture you will be supplied with the whole outfit on the same general terms. Small wonder that this is the greatest community of home owners in America. It is the paradise for lovers, who can take a week's pay, get married and settle down. It may keep them busy setting up for the rest of their lives, but the discipline will be good for them.

Viewed from all standpoints Southern California is the most comfortable, healthful and economical clime in which an American may dwell. There can be no suffering for food or raiment in a land where sun and soil are so friendly. It is good to be rich in California, but it is also less hardship to be poor than it is in any other State of the Union. For the grand army of betwixt and betweens it comes as near being paradise as most of them may ever know.

The Rising of the Sink.

[The peculiarity of certain southwestern streams in disappearing under the ground upon reaching a stretch of desert, to rise again further on, purer and stronger than before, is probably too well understood to require explanation here. It is this phenomenon which is alluded to in these verses.]

I found it where in crystal it came bubbling from its fount,
And followed where in silver it went tumbling down the mount,
Rolling, flashing, darting, dashing, over boulder-bordered bed,
To the smoother lower levels of the mighty range it led;
And its gay, impulsive spirit, careless, buoyant and free,
Seemed the liquid incarnation of my childhood unto me.

Down the pleasant visaged valley still it held its eager course,
Drawing freshness from the breezes, from its branches gaining force;
Deepening, spreading, forward heading, undefiled by froth or surge,
Crystal-clear it reached the open, where the greater streams converge.
Then the spirit of the streamlet rose before me and, in sooth,
Knew I then the steady purpose and the promise of my youth.

At length it flowed a river, which, resistless, broad and strong,
Carried everything before it as it rushed in might along—
Surging, swirling, roaring, whirling, forcing restlessly ahead,
Through the fertile upland meadows to the boundless plains it led.

In the mist above the waters I beheld a spirit rise,
And my manhood's strong endeavor was unfolded to my eyes.

In a sheet of snowy splendor from the mesa's lofty brow,
A triumphant flag of victory, broke the conq'ring river now;
Roaring, thundering, tearing, sundering, moistening a mile of land
Ere it settled in the sagebrush, stifled by the desert sand.
At the last, least weed-choked puddle, bitter, salty, alkaline,
Lingered I in deep dejection with that sunken hope of mine;
And the mocking, imp-faced figures, counter-marching in the scum,
Wak'd in me dark premonitions of the gloomy years to come.

But the cowboys at the rancho tell me now, down at the pass,
Where the ranges run together and the sand gives way to grass,
There's glorious crystal fountain, where the river comes again
To its own, to ever after roll down the haunts of men,
Quieter flowing, calmer growing, ever moving peacefully,
Till it finds its final haven in the bosom of the sea.

So I journey on the morrow, full of hope and joy and life,
Burning with determination to essay again the strife;
Eager only for the moment when I stand upon the brink,
And once more drink inspiration at the "rising of the Sink."

Los Angeles Grand Field for Industrial Enterprises.

BY ARTHUR W. KINNEY, INDUSTRIAL DIRECTOR OF THE CHAMBER OF COMMERCE.

THEY DO WELL.

"NOT IN ARMAMENTS is a nation's strength; not in gold its wealth; not in conquests its glory. For the rewards of battle vanish; the enduring victories are the conquests of peace."

"Los Angeles—Where Nature Helps Industry Most"—is one of the fairest examples of the flower and fruitage of an age of peace and progress. After a quarter century's unprecedented growth in population, agricultural and horticultural development, expansion of transportation facilities and ever-increasing building activity, our city is now at the threshold of a marvelous industrial era.

Los Angeles and Southern California are destined to be one of America's most famous manufacturing districts. We are in close proximity to a ready and ever-expanding market. A large and prosperous population is right at our doors and by purchasing home-made products our people can save large sums of money which have heretofore been added as freight charges to the selling price of goods brought here from other localities. Our citizens take a great pride in their wonderful southland country and in the products thereof. This sentiment is stronger here than in any other section of our nation, and it may be claimed with confidence that our home people will ever give preference to home manufactured articles rather than to those of other regions, provided these commodities are properly advertised and brought to their attention. While the price of the local made article may vary from that of the imported commodity, the statement may be safely made that in the higher grades of manufactured articles, the home product invariably leads in originality, individuality and superiority. Southern California is not a land of cheap people or cheap products, and the goods fabricated here invariably possess an artistic touch and a degree of high finish that places them in a class far above that of similar articles produced in other places.

During the past year there has been a significant rerouting of world commerce. This is prophetic of the shifting of industrial centers and of the building up of new trade empires. The opening of the Panama Canal has placed Los Angeles in a position strategically unsurpassed as a port for receiving of raw materials. We shall bring here the raw products of South America practically as easily as they can be placed in Atlantic coast centers, and we are the nearest American point to the vast stores of raw materials available in the great countries bordering on the Pacific. Furthermore, we have here all the essentials necessary to successful manufacturing. With the foregoing in mind it must, therefore, be conceded that we are to be reckoned with as a mighty industrial factor through all the years to come.

* * *

OUR INVITATION.

Los Angeles is today inviting the manufacturers of the world. A consistent and aggressive campaign is being carried on by the Industrial Bureau of the Chamber of Commerce to build up and expand the outputs of the 2000 factories now operating in our metropolitan district and to bring here industries not now represented and for which there is a strong demand.

As a result of the operation of the Panama Canal, competition between the manufacturers of the Middle West and those of the Atlantic Coast has become so keen that many of the former are finding it imperative to establish branch factories in this region in order to hold their business on the Pacific Coast and to make profitable distribution of their products in Pacific Coast countries. Los Angeles is the logical location for these establishments.

During the year 1914, the following hundred or more new industries were located in Los Angeles and vicinity:

* * *

NEWCOMERS.

Griffin Wheel Company.
Olston Electric Stove Company.
Loughlin Fruit Refining Company.
Western Auto Sub-Casing Company.
Bulkley-Rider Tractor Company.
Whitcomb-Rethey Company.
Slooner Lock and Hardware Company.
Eagle Motor Company.
Hobbs Battery Company.
Los Angeles Motion Picture Company.
M. F. Schmitt Tobacco Works.
Furman Ink Company.
Givan Paper Mills Company.
T. J. McKell Company.
Ahlberg Bearing Company.
Westone Cycle Car Company.
California Breakfast Food Company.
Pacific Reduction Company.
United Enameling and Manufacturing Company.
Eureka Music Roll Company.
Boyle-Dayton Company.
American Cement Products Company.
Jellsope Manufacturing Company.
Coast Fishing Company.
Refrigeration Plants Manufacturing Company.
Southwest Welding and Manufacturing Company.
Atkinson Window Manufacturing Company.
Western Door Control Company.
C. B. Story Company.
Everready Products Company.
Crowell Marine Construction Company.
Van Camp Sea Food Company.
Terminal Marine Engine Works.
Lambert Tractor Company.
Pacific Canning Machinery Company.
Kenen Motor Truck Co.
Universal Manufacturing Company.
United States Medical Company.
San Gabriel Valley Canning Company.
Citrus Fruit Juice Company.
Panama Rubber Company.
International Fruit Products Company.
Tri-City Ice Company.
Orange County Glove Company.
Johnston Piano and Organ Company.
Turbine Manufacturing Company.
Marston & Martin.
O. G. Furman.
Arthur & Durant Manufacturing Company.
Pressed Steel Wheel Company.
American Brake Shoe and Foundry Company.
Electra Manufacturing Company.
Ward Refrigerator Company.
United Tuna Packers.
Supreme Bakery Company.
United States Baking Company.
Aluminum Reduction Company.
Oxygen Gas Company of California.
Los Angeles Silica Corporation.
Hydraulic Auto Company.
Wool Felt Novelty Manufacturing Company.
Edwards Ink Company.
Cole Manufacturing Company.
Panama Auto Sheet Metal Works.
International Carbon and Battery Company.
Mission Motor Car Company.
George C. Lederer Company.
Vulcan Coil Company.
Leonard Refrigeration Company.
Coast Corn Cake Confection Company.
Kunkel Manufacturing Company.
Union Canning Company.
Los Angeles Tent and Awning Company.
Kolts Ice and Cold Storage Company.
Krit Seal Company.
Sierra Manufacturing Company.
Shelby Window and Manufacturing Company.
Crown Sash, Door and Mill Company.
Service Oil and Asphalt Company.
Mark Stanchfield Company.
Marine Mechanical Works.
W. H. Campbell & Son Brass Foundry.
Consolidated Potash Company.
Marine Chemical Company.
California Woolen Manufacturing Company.
Long Beach Fertilizer Works.
Panama Macaroni Company.
Union Tool Company.
Pacific Oil Cloth and Linoleum Company.
Truitt Electric Company.
Dixie Canning and Preserving Company.
Lock Pin Button Company.
Whittier Canning Company.
General Engineering and Manufacturing Company.
Dellamore Auto Turntable Company.
J. E. Nebb Box Company.
Los Angeles Kosher Sausage Company.
Umbrella Drain Cup Company.
Oz Toy Manufacturing Company.
Scott Automatic Phonograph Company.
A. H. Stebbins.
Excelsior Macaroni Company.
Angelus Heel and Rubber Company.
J. B. Carburetor Company.
Oliver Morosco Photoplay Company.
Beacon Storage Battery Company.
Colonial Furniture Company.
Los Angeles Miso Manufacturing Company.
Moor-Smith Tool Company.
M-C-M Manufacturing Company.
Coops & Sons Piano Company.
Pacific Coast Broom Factory.
Brown-Quist-Porter Company.

* * *

THIRTY NEW BUILDINGS.

During the past year more than thirty important factory buildings were constructed in our metropolitan district, which, with their equipment, involved an expenditure of over $3,000,000.

In proclaiming to the world our definite advantages as an industrial location, we are able to point to the fact that all of the five great essentials for successful manufacturing are to be found here:

First: Los Angeles occupies a unique situation as regards fuel and power. California is now the world's greatest petroleum center, this State producing practically one-third of our nation's output. Los Angeles is the headquarters of this rich industry. Oil is brought here in vast quantities from the local and interior oil fields and is piped throughout the city to the very gates of the harbor. Oil at 75 cents per barrel is equivalent to coal at $3 per ton. Electrical energy is supplied to our city by twenty-one hydro-electric and steam plants. In addition to the present supply, the Los Angeles aqueduct will ultimately furnish an additional capacity of 120,000-horse power. The present rate for electrical energy for commercial purposes is 4½ cents per kilowatt. Rate on 2000 kilowatt hours or over, 1.16 cents. Los Angeles has five companies supplying natural and artificial gas. The former is piped from the oil fields. The opening up of the vast coal fields of Alaska will make it possible to lay down coal at our harbor as low at $3.25 per ton.

* * *

RAW MATERIALS ABOUND.

Second: Los Angeles is in close proximity to a splendid variety of raw materials. For example, Southern California produced 50,000 bales of high-grade cotton in 1914. This product is showing a remarkable increase each year. Arizona is becoming an important cotton growing district, especially in the long staple varieties, and in Lower California there are hundreds of thousands of acres of the best cotton lands in the world. Cotton can also be laid down at our port from the South as cheap as it can in the factory cities of New England. Los Angeles, therefore, offers an ideal location for cotton mills. Los Angeles is the great wool distributing point of the Southwest. Wool is brought here in large quantities from the neighboring States, as far north as Washington, from Mexico and from the various farming districts and islands of Southern California. A direct steamship line will give us the high-grade article from Australia. We, therefore, afford excellent opportunities for the operation of woolen mills. Our city has become an important hide market. Hides are assembled here from various points on the Pacific Coast and Mexico and the output is materially increased by the establishment here of several large meat packing plants, whose products aggregate $25,000,000 annually. We are shipping East many, many trainloads of hides every year which should be tanned here and manufactured into shoes. There are all the requirements here for profitable shoe manufacturing and our city could support several shoe factories.

Southern California uses vast quantities of glass. A building record of $100,000,000 for the last two years indicates a wide market for window glass. The operation of breweries, wineries, bottling and preserving establishments means the consumption of hundreds of thousands of bottles and fruit jars. We have large stores of silica, salt cake and limestone, and glass factories could operate here with profit from the start.

The various gums and oils used in the manufacture of varnish are all procured from the islands of the Pacific. The manufacture of varnish in Los Angeles, owing to climatic conditions, must necessarily be successful. The saving of two freights should assure manufacturers here of their ability to compete successfully with the eastern made products.

We are spending immense sums annually for bags of various kinds, which are used here in the great cement, beet-sugar, fruit, grain and other industries. Our city offers a high-class opening for the manufacture of bags and bagging.

The operation of the Panama Canal gives our automobile tire manufacturers the opportunity of buying rubber cheaper than it can be laid down in the great tire centers of Ohio. The Pacific Coast uses tires to the amount of $15,000,000 annually. From now on a large proportion of these should be made here.

Our climate is peculiarly adapted to the manufacture of furniture. The opening up of the vast mahogany forests of the Philippines and the oak groves of Japan is providing Southern California with unlimited quantities of hardwoods. Pine, cedar and redwood are readily obtained from Northern California, Oregon and Washington. The low water rates through the canal enable us to place furniture in Atlantic Coast cities cheaper than it can be brought to them by rail from Grand Rapids. Our city will eventually be one of the great furniture manufacturing districts of our nation.

Los Angeles has fast become a center for many canning industries, such as fish, olives, fruits and vegetables. Our city is the headquarters of the mining industry of Southwestern America. Here are to be found various terra cotta and pottery clays, gypsum, talc, cement, lime, soapstone, kaolin, potash, salt, quicksilver, borax, asbestos, magnesite, asphaltum, feldspar and iron, and we are but 500 miles from the great copper smelters of Arizona. Tobacco and rice are being grown here successfully and our farmers are furnishing the raw material for seven large beet-sugar factories. Ours is the nearest port to many of the rich islands of the Pacific and direct steamship service will procure for us vast quantities of pearl shell, hemp, gum copal, coca beans, cocanut oil, copra, rattan, dyewoods and mahogany.

Third: In Los Angeles labor reaches its highest efficiency and maximum contentment. This is largely by reason of the effect of those far-reaching factors, unequalled climate and perfect living conditions. Our matchless climate is conducive to contentment. The cost of living here compares favorably with that in eastern cities. The workman has no big fuel bills to pay and heavy winter clothing is unnecessary. Our factories here operate with windows open the year round and in many instances their windows overlook well kept grounds and flower gardens. We have here no great congested tenement districts. Our workmen live in modest and modern bungalows, surrounded by flowers and plots of green grass on which their children may play nearly every day in the year.

Fourth: From a standpoint of scientific and economical distribution, Los Angeles offers transportation advantages that are remarkable. Our city is the terminal point for four transcontinental lines, all of which have their feeders to all the important cities of Southern California. Our local industrial district is a network of spur tracks and sidings. Los Angeles is also the center of one of America's most comprehensive electric railway systems, and 1100 miles of suburban electric railways provide transit to our local markets and distributing points. Hundreds of miles of macadam boulevards simplify the movement of commodities by auto trucks. Los Angeles harbor is one of the most secure and accessible harbors in America. Seagoing ships of deepest draft can enter the outer harbor at any hour without the aid of a pilot. Our port has modern wharfing facilities with the highest type of concrete docks and steel transit sheds. Upwards of twenty steamship companies are now either doing business through our port, or are planning to do so. The present freight service via the Panama Canal to the Atlantic seaboard is sixteen large steamers per month.

Fifth: Geographical location and economical transportation make Los Angeles the logical distributing center for an enormous market. Within a radius of one hundred miles of our city there are over 1,000,000 people. The representatives of our various jobbing and manufacturing concerns are regularly calling upon the trade of the various towns and cities of the Pacific slope, which approximates at least 8,000,000 people. The great Orient and all the countries bordering on the Pacific, Oceania, South America and the Philippine Islands, are all large purchasers of American merchandise. Our local manufacturers are reaching out slowly, but surely, for their share of this business and Los Angeles, being the closest port of exportation to many of these countries, should have first call on much of this enormous demand.

* * *

ROOM FOR MORE.

There is room here for manufacturing plants engaged in the following industries: Automobiles, glass, wool, varnish, boots and shoes, cotton, worsted and rubber goods, kid gloves, cotton and jute bags, paper bags, envelopes, rattan and willowware baskets, belting, leather, woven and rubber; bicycles, blacking, buttons, candles, carpets and rugs, cash registers, clocks and watches, boys' and men's clothing, cordage and twine, corsets, cutlery, dentist's materials, dyeing and finishing textiles, dyestuffs, emery and other abrasive wheels, engravers' materials, signs, chemical fire extinguishers, fruit jars, glucose, starch, glue, graphite, grindstones, haircloth, hammocks, straw hats, hosiery, horseshoes, printing inks, instruments, spikes and wire nails, jewelry and instrument cases, lasts, lead, bar pipe and sheet, locomotives, matches, mats and matting, mucilage, needles, pins, hooks and eyes, oakum, cottonseed oil, wire cloth and linoleum, oleomargarine, paper patterns, lead pencils, fountain pens, steel pens, phonographs and graphophones, photographic apparatus and materials, tobacco pipes, safes and vaults, saws, scales and balances, wood screws, machine screws, sewing machines, silk and silk goods, silverware and plated ware, sporting and athletic goods, stationery goods, toys and games, type founding and printing materials, typewriters and supplies, upholstering materials, wall paper, washing machines and clothes wringers, wheelbarrows, whips, woolen, felt and worsted hats, smudge pots, milk and water containers, ranges and pottery.

New factories, like all other new enterprises, invariably need financial assistance. The spirit of optimism and progress that has here so long prevailed, has made our city an exemplar of constructive activity.

Los Angeles promotes and prospers industries and her people bid them thrice welcome!

What Shall We Do With the Crowds of Immigrants Coming to Us Through the Panama Canal?

FROM EUROPE.

A GLANCE at the map of the world will show that the distance from the Straits of Gibraltar to the Isthmus of Panama is not much greater than that to New York from the same point. Anyhow, a few hundred miles transportation by water makes very little difference in the price of steamer tickets for emigrants. As soon as traffic through the Panama Canal gets into full swing, all the steamship companies will vie with one another to get their share of the business of bringing emigrants from Southern Europe to Pacific ports. Tickets to the California coast will be about as cheap as to the eastern seaboard.

We know how cheap ocean fares have filled our eastern cities with European immigrants. We can judge from this how great will be the rush to California through the new all-water route. We may also surmise that the great bulk of this foreign immigration through the canal will come from the Mediterranean countries.

There is no need for California to advertise its attractions to the thousands of people in Southern Europe looking for an opportunity to better their positions. The steamship companies will attend to this for the sake of the fares. Already they have clubbing arrangements by means of which emigrants can buy their tickets on installment plans. We, in California, have a far graver problem on our hands and one which will demand unceasing effort and tax our ingenuity to the utmost. We have to decide how we are going to dispose of this vast new population that before long will be dumped on our hands for employment and assimilation. We must be prepared beforehand to turn them into useful channels of industry. We must see that California makes good.

No congestion in large cities must be tolerated in the Southland. We have chances here for every honest worker. But each immigrant must be located in that section where he can carry on under our improved conditions the same kind of work to which he was accustomed in his old home. It is a big problem. On the right solution depends in a marked degree the future progress and prosperity of our splendid State. Gentlemen, what are we going to do with the crowds of immigrants who will come to California via the Panama Canal?

* * *

A SIMILAR CLIME.

Anyone conversant with the resources of such countries as Italy, Spain, Portugal, Greece and Sicily cannot have failed to notice the similarity between horticultural and agricultural conditions here and in those parts of Europe adjacent to the Mediterranean, the Adriatic and the Aegean seas. But whereas every acre in those European countries has already been farmed to its maximum capacity, and any further expansion is practically impossible, here in Southern California we have still thousands of acres adapted to the growing of olives, grapes, prunes, tobacco, chestnuts, hemp, cork, mulberry, figs and citrus fruits, an extensive territory still awaiting the advent of the hydraulic engineer and the man with the plow and the shovel.

America can supply the engineers to develop the water for irrigating. Southern Europe can furnish capable men to cultivate the land and tend the growing crops and gather in the harvest.

Every one of these immigrants will land here in the beginning as strangers in a strange land, sheep without a shepherd. It is up to our immigration officials to examine thoroughly into the standing and capability of each immigrant and to see that one and all are located where they can be of most use to themselves in particular and to the State in general. We don't want loafers in the cities. The undesirable must be sent back to the original port of sailing and the desirable element must be taken proper care of.

Every Californian who loves and rejoices in his beautiful State should make it his business as far as possible to supply information to the authorities concerning the chances for the foreigner in his own locality. The pioneers on the frontier are especially capable of thus being of service to the State if they are willing to put themselves to a little trouble and inconvenience for the general good.

The result of concerted action will be a magnificent new development all over this immense domain. We can use the immigration through the Panama Canal—however great the numbers—as long as we systematize its disposal by means of proper bureaus of information.

Every large employer of agricultural labor can say or do something practical in reference to this important matter. I have just had an interesting talk with Mr. Secondo Guasti, the manager of the Italian Vineyard Company. This company has 4000 acres in grapes in San Bernardino county, and also buys extensively from outside vineyardists. No more complete or better equipped plant is to be found in the oldest wine producing districts of Europe.

* * *

GRAPE GROWING.

Mr. Guasti is of the opinion that a great field is open for Italian immigration in this portion of the county from Upland to Riverside as far as the mountains. But he makes one reservation. He says if the grape and wine industry is liable to perpetual attacks from hostile legislation and excessive taxation, the flood of Italian immigration may be deflected to South America, where a legitimate business, such as his company is carrying on in San Bernardino county, is not hampered by this sort of discrimination.

Mr. Guasti is contemplating the setting out of one thousand more acres to grape vines and the erection of a new plant for manufacturing California champagne. In these operations many immigrants from the south of Europe could be employed, as they are accustomed to this kind of work. But at present his plans are all in the air, pending the result of threatened legislation against this industry.

"In the first and second generation," said Mr. Guasti, "the children of Italian immigrants become thoroughly Americanized, and will be found second to none as thrifty, sober, reliable citizens."

I asked him how the war would affect immigration from his native land. "As to the number likely to come here through the Panama Canal," he answered, "that depends on its conclusion. Then there will probably be a rush. But while it continues and Italy is likely to be involved in the conflict, the government will keep all able-bodied men at home and issue no passports." (This was written at the end of September, 1914.)

* * *

UNDEVELOPED LANDS.

Mr. Williams, merchant of Cucamonga, owner of considerable property in California and in Mexico, indorses Mr. Guasti's opinion as to the satisfactory settlement of many Italian laborers in the outlying districts in California. He has always found them honest and hard-working. He says their services are valuable in the orchards and vineyards, that they are quite as efficient as the Japanese and more orderly and law-abiding than the Mexicans.

"In San Bernardino county," said Mr. Williams, "between Rochester and the mountains is a large section of undeveloped land where agriculturists from the south of France and Italy, employing their well-known methods of intensive cultivation, could found prosperous colonies. There are already in this part of the county," he continued, "twelve thousand acres in vineyards calling for a lot of labor and with proper encouragement this acreage could be doubled."

Mr. Lucas, another large employer of rural labor, has many good words for the Mediterranean laborer. He drew attention to the gradual disappearance of the Japanese, for some reason he could not explain, from the orange and lemon groves in his section of the country. There is or will be soon a necessity for replacing these with steady white labor from the south of Europe. They will be especially useful as orange and lemon pickers in thousands of citrus groves, a branch of orchard work no longer monopolized by the Japanese. Also, he declared, the American orchardists generally prefer Mediterranean help to either Japanese or Mexican. Another point he finds in favor of the Italians is that they settle permanently in a district and do not become part of the floating population. They are home-seekers and home-builders.

Col. Post of the Mission Winery drew my attention to a group of Italian grape pickers, and certainly they were a happy, cheerful, contented-looking lot of men. Moreover they understand thoroughly the requirements of a vineyard and in addition to being quick grape pickers they are efficient at pruning, sulphuring and cultivating the vines.

* * *

ON A SMALL PLOT.

American visitors to the south of Europe have noticed the wonderful way in which the peasant proprietors can get the utmost out of a small plot of land. Almost every square inch of soil is utilized. Californians know the difficulty large orchardists have to obtain always sufficient help during a harvest rush. These are matters of general economic interest. Coupling these two facts, I have a suggestion which I make tentatively for using the immigrants certain to come to California through the Panama Canal.

In every rural district where the demand for labor is intermittent, such as during the orange picking season, the drying of prunes, apricots and peaches, the handling of the grape and olive crops, the immigrants should be settled on two or three acres of their own, where, practicing their well-known thrift and efficiency, they can raise enough foodstuffs to feed their families. Then, when the various harvests in the big orchards around them demanded extra labor, they would be immediately available for the purpose and in the busy time could be sure of a high rate of wages to supplement what they raised on their small holdings.

This arrangement would relieve the big orchardists of much anxiety as to the labor problem when the rush season started, involving a possible partial loss of their crops. They would no longer be entirely dependent on transient labor. The wages paid to the help in each district would remain in that district and help to further build up prosperous villages. The people at home receive the extra money of the harvest workers and the orchard owners have a permanent labor supply. The community is thus bound together by general community interests. In slack times the laborers have their own small holdings to take care of and are not alternately idle and employed. A permanent population is certainly more desirable than a dependence on transient labor.

The general average pay in these communities, including the produce from their own holdings, would average up better annually than the pay of those who must work some of the time and loaf the rest of it. Their lives too are steadier and happier. Their interests are concentrated in their permanent homes. Their own small holdings give them a stake in the community. The knowledge of the annual harvests at which their assistance will always be needed and good wages guaranteed turns them into satisfactory American citizens.

Already the steamship companies are arranging to sell half a million tickets on the installment plan in Mediterranean countries to those desirous of coming west by the Panama Canal. Some of these may go to South America, but a majority will head for California, the Golden State. We must bring the quality up to the quantity. Capt. Charles Connell is studying conditions and collecting information from all parts of the State, so as to have homes located beforehand for this multitude of men. These will be mostly in agricultural and horticultural districts. Imperial Valley should accommodate a considerable number of immigrants during the next few years, especially as the area given to the growing of cotton will be enormously increased, this having proved such an unmistakable success.

* * *

FARTHER NORTH.

The San Joaquin Valley and other unimproved sections or only partially settled districts farther north have also thousands of acres waiting settlement by vigorous, thrifty and hard-working men. This will be the brand attracted to California. According to one of the biggest almond growers in Antelope Valley many Mediterranean immigrants could be colonized in this great stretch of country. The possibility of developing an almost unlimited supply of water has brought this part of the old Mojave Desert to the front in the last few years. The almond harvest is already so profitable that many new orchards will be set out in the near future, and in this work many European immigrants will find employment.

Col. Post approves of the village settlement idea for Mediterranean immigrants who have been used to living and working under this system in the old country. Of course there is some divergence of opinion as to the best way to grade and sort Panama Canal immigrants. Charles W. Bell favors a literacy test but most of the practical men who have had experience with Mediterranean help declare a knowledge of the soil, coupled with health and a reputation for honesty, is far more important in choosing settlers for our new lands and help for our old ones from the immigrants who have passed through the Panama Canal.

The prospect of good citizens, they say, has nothing to do with an A B C test. The children of foreigners who came to California with no education worth speaking of, except that of tilling the soil, are proving apt scholars in our public schools, to the pride of their parents and the satisfaction of their teachers. Moreover as the children advance in general education this advance reacts on their parents and creates in them an ambition to keep up with the modern procession.

* * *

VALUABLE MAPPING.

Before long the immigration boards hope to have a complete map of California drafted, marking out the quantity and quality of every parcel of land available for settlement by the coming large addition to our foreign population. Conditions of soil, climate, general products, demand for labor and the quality of that labor, extension of old and inauguration of new industries will be plainly set down, and from San Pedro, San Francisco and San Diego, as centers, lines will radiate in every direction, and along these lines immigrants will be moved to their destinations according to their own recorded capabilities and the needs of the commonwealth. The map will resemble three large fans.

California will not be a hocus-pocus melting pot, but a scientific assaying laboratory, where the product of the melting will be marked and tabulated and every by-product utilized to its maximum efficiency.

Imperial Valley will call for one set of laborers, the vineyard district for another; Greeks can be used in the many districts adapted to olives; in the citrus belt, as pickers and pruners, skilled orchardists from Italy and Sicily will find their best chances; from the south of France the thrifty Gaul can grow garden produce by intensive cultivation in well-watered sections; on the coast Mediterranean fishermen can add to our food supply by catching and canning and drying the many varieties of good fish in the Pacific Ocean. We have lots of damp lands where willows and osiers grow profusely and a basket weaving colony could be formed from the people in Southeast Europe who have made this a great industry in their native lands.

So in a scientific and well-defined way the flood of immigration, concentrating in our seaports, will be directed by prearranged channels and spread out methodically over this large and rich State, till every available acre of land is as thoroughly cultivated as are the farms in the south of Europe. With proper handling the newcomers, pouring in through the Panama Canal, can be made a source of strength to the State and a means of immeasurable blessing to themselves and their families.

The secret of this success is adequate information; and competent boards are already collecting this information from every available source. Acting on the facts thus ascertained, they will devise a scientific distribution for procuring the greatest good to the greatest number.

HARRY BOWLING.

Trade Opportunities.

(CONTINUED FROM PAGE 7.)

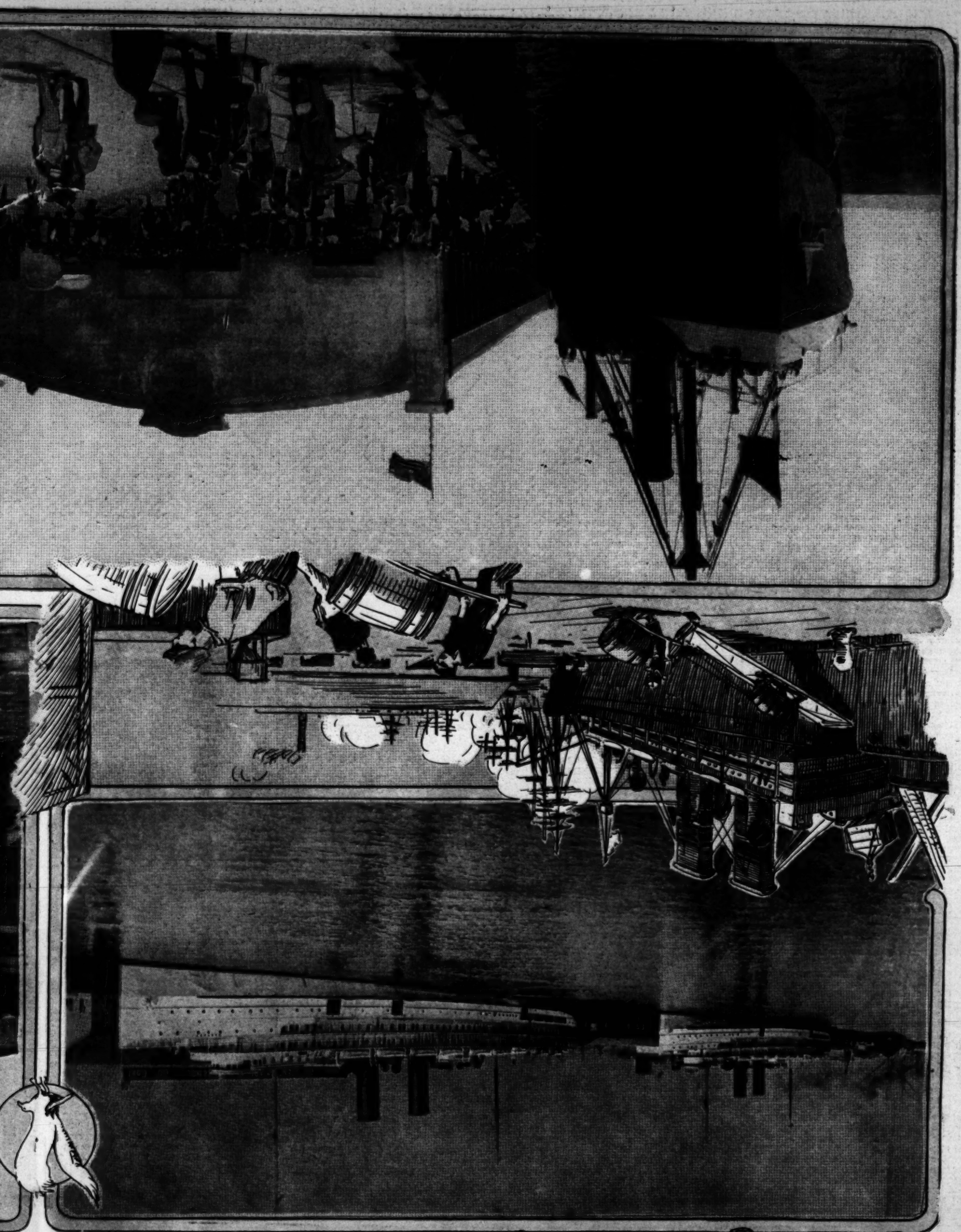
Malaysia and Africa offer good markets in that they are never likely to figure seriously as manufacturers themselves, but through colonial affiliation with the great powers of Europe their exploitation seems destined to be directed largely from that continent. Australia is a still more favorable field. Irrevocably committed to the "White Australia" programme, by which all black and Mongolian races are rigidly excluded and European immigration not especially encouraged, labor seems destined always to be high, while the growth of manufacturing is militated against by a comparative paucity of natural resources. Coal is cheap, but there is little iron, no oil and no opportunity for developing extensive electrical power from water. Australasia's future, like its past, seems destined to be agricultural and pastoral rather than industrial. It should take readily to California manufactures, especially since Western America will shortly feel the need of Australian meats. American goods are already well introduced in the Antipodes, where our electrical, mining and agricultural machinery has long ranked as the standard, and the building up of a large trade from this coast will not be a difficult matter, once we are turning out the proper goods at the proper prices.

* * *

LATIN AMERICA FIRST.

But favorable as are the opportunities offered by Australasia for the development of trade with California, we may now turn and find almost at our doors countries which offer equal or greater advantages from our standpoint. Latin America, which may be taken to include all of the western hemisphere south of the United States, fulfills all of the conditions I have laid down as an ideal market, not only for California, but for the rest of the country as well. None of the countries comprising Central and South America is likely ever to figure prominently as a manufacturer itself; they are all rich in products constantly in demand in the United States, which gives them great purchasing power; and they are nearly all closer to one or the other coasts of the United States than to any of our European competitors. Here undoubtedly lies our greatest opportunity to build up a permanent and profitable foreign trade.

LEWIS R. FREEMAN.



Los Angeles Harbor, Now the Grea

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Los Angeles Times—Part V.

Annual Midwinter Number

32 PAGES. JANUARY 1, 1915. PRICE 10 CENTS.

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The Great Expositions.

Portal of Palace of Varied Industries, San Francisco Fair.

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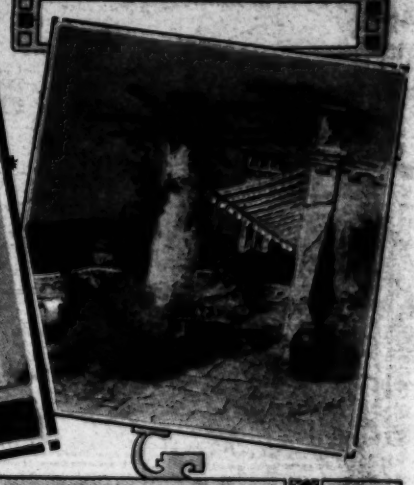
Laughlin Park

W J Dodd Residence

Palatial Home of C F Perry Esq



Palm Drive. One of the many Private Ways

One of the many beautiful Vista Ways

LAUGHLIN PARK, on a noble eminence—practically the highest ground in Hollywood—is the last word in residential masterpieces, a replica of Italy's finest landscape gardening modified to harmonize with its ideal environment.

The late Homer Laughlin worked out the plans of this residential paradise, and his dream was made true by the master hand of Nathan F. Barrett, the eminent New York landscape architect.

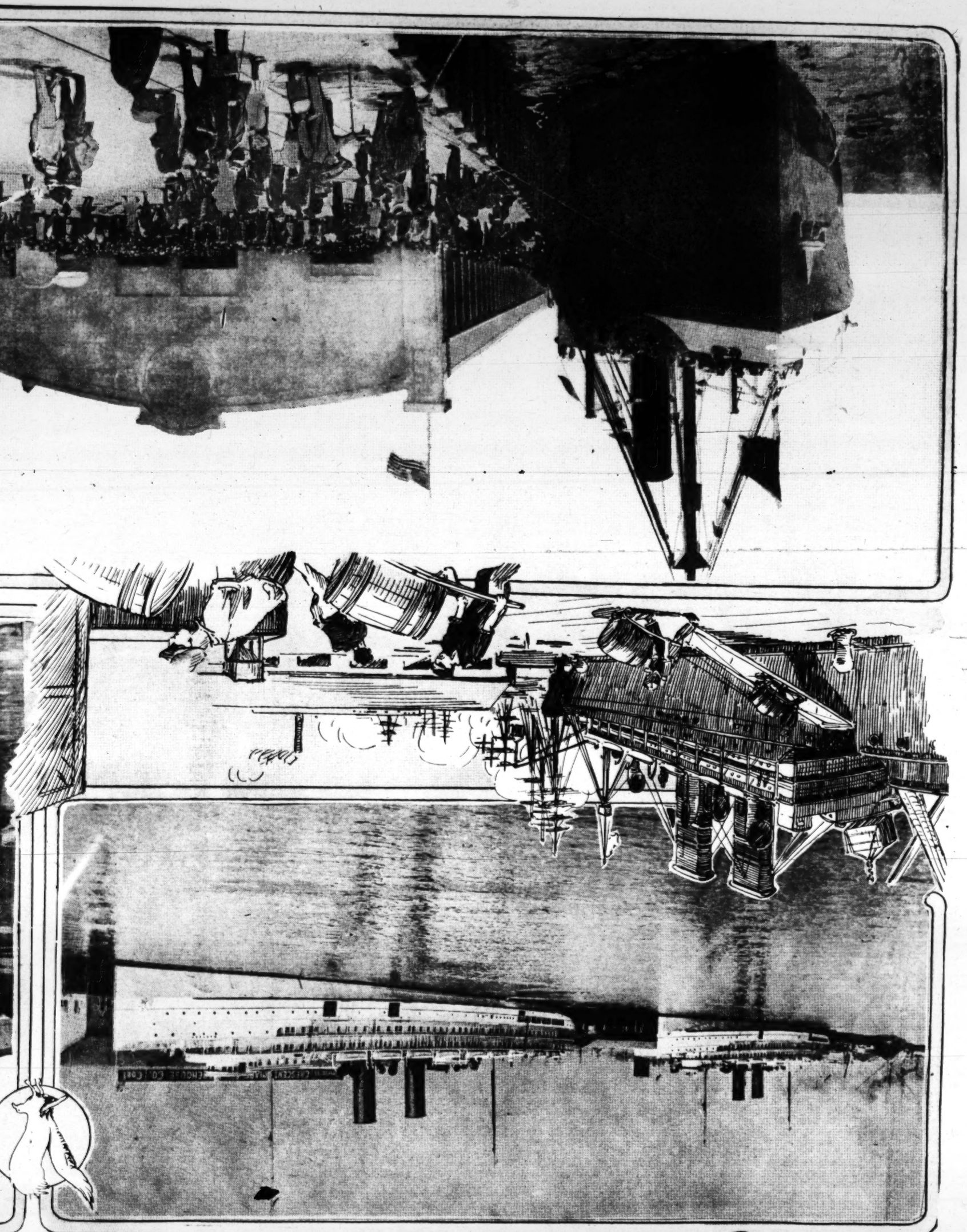
The future comfort and convenience of those who build homes in Laughlin Park are amply provided for, and its beauty will broaden with age. All improvements except homes are excluded in the building requirements of this residential place de luxe. No residence or site will be permitted to obstruct the view of another, and each of these sites will command a view of the mountains, ocean and city. Sewer, gas and water facilities obtain and electrical service is in process of installation. All lot owners have access to a nursery with plants and shrubbery from various parts of the world, free of cost. Each residence is to be situated in a private park, and must conform with the site and contribute its share of harmony in a wonderful grouping of residences never before attempted in this country. The property is unincumbered, and inducements are at the disposal of purchasers willing to abide by the restrictions. Taking the nearness to the city, which is reached by the Hollywood and Santa Monica car line and a perfect auto road, into consideration, and the natural beauty of the location and the marvelous improvements Laughlin Park has been subjected to, the price of a home location is below the market.

The sites vary in size from 100x175 to three acres. Many private drives invest the Park, which will be dedicated to the city. The termination of Kingsley Drive is at the entrance of one of the cascade vistas of the Park and the end of Winona Boulevard is at the entrance of the other vista.

Although the investment side of Laughlin Park is not being featured in connection with the company's selling announcements, nevertheless, in view of the limited amount of this distinctly unique class of property, it is destined to become almost priceless before many years. An automobile is at your service at all times.

JOHN R. POWERS

POWERS INVESTMENT CO.
In Van Nuys Building A 3836—M. 3148



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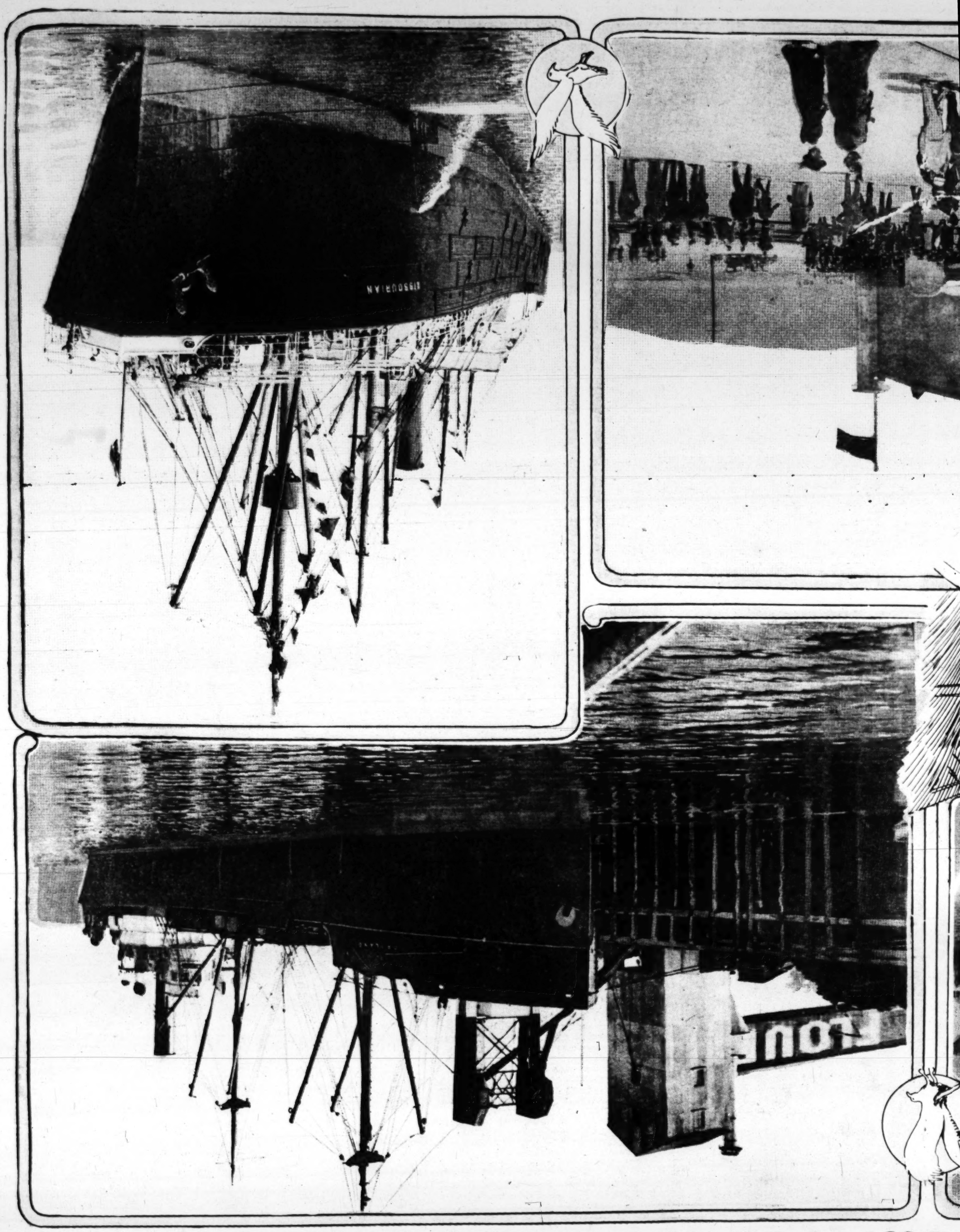
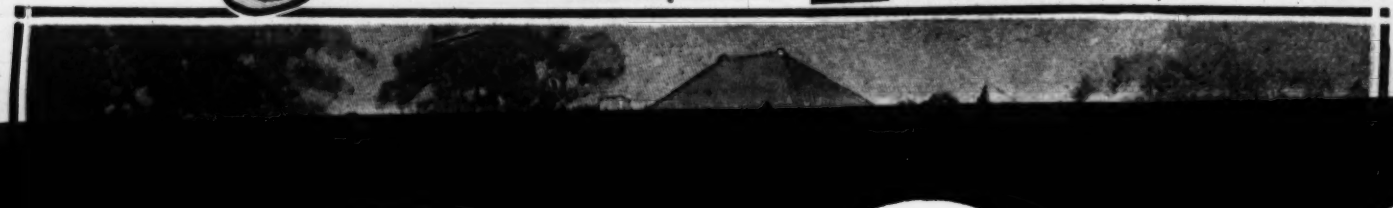


Laughlin Park



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Los Angeles Times—Part V.

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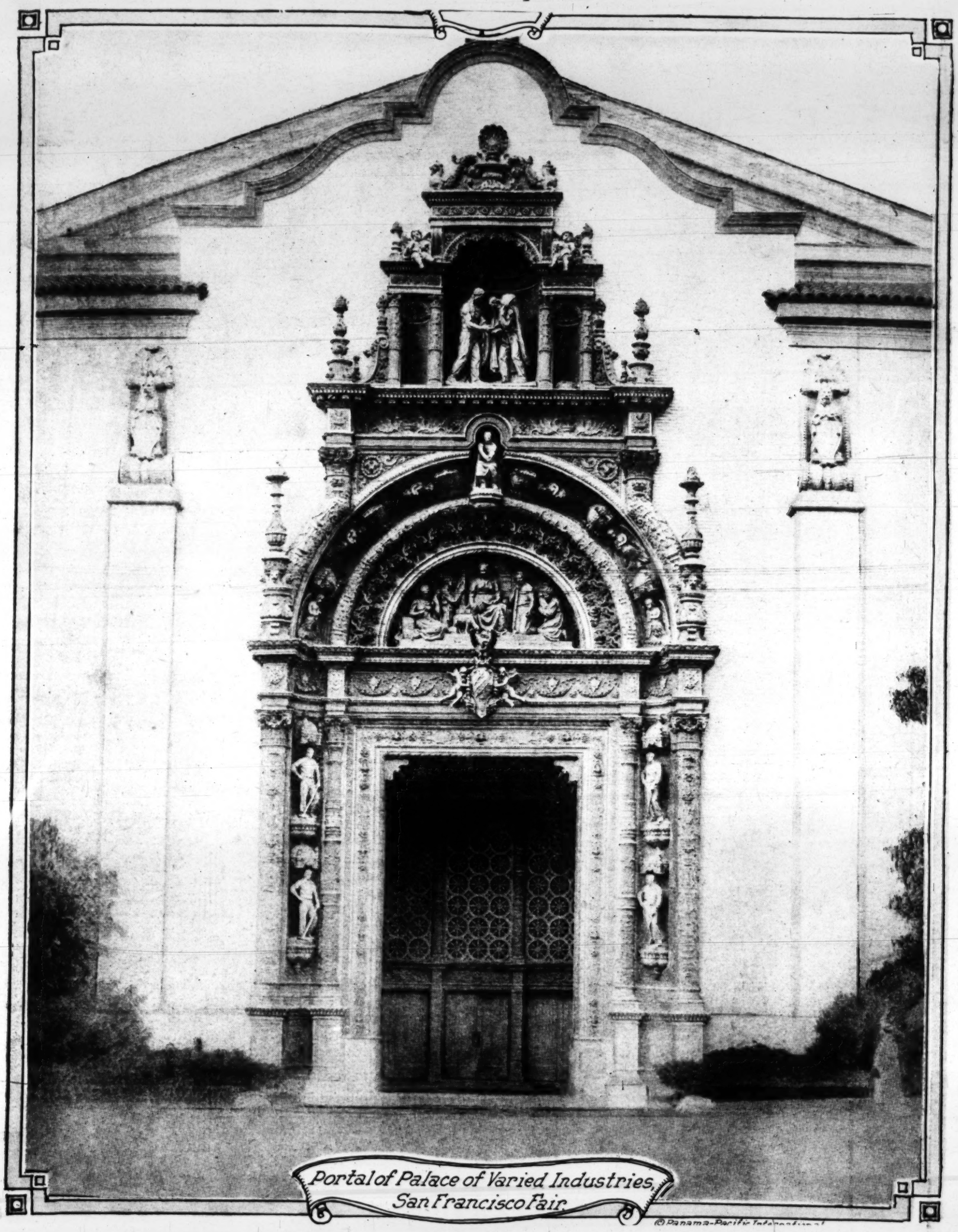
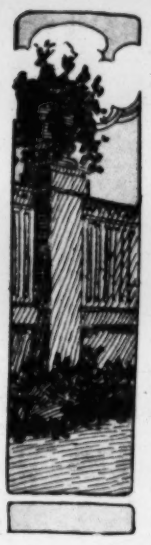


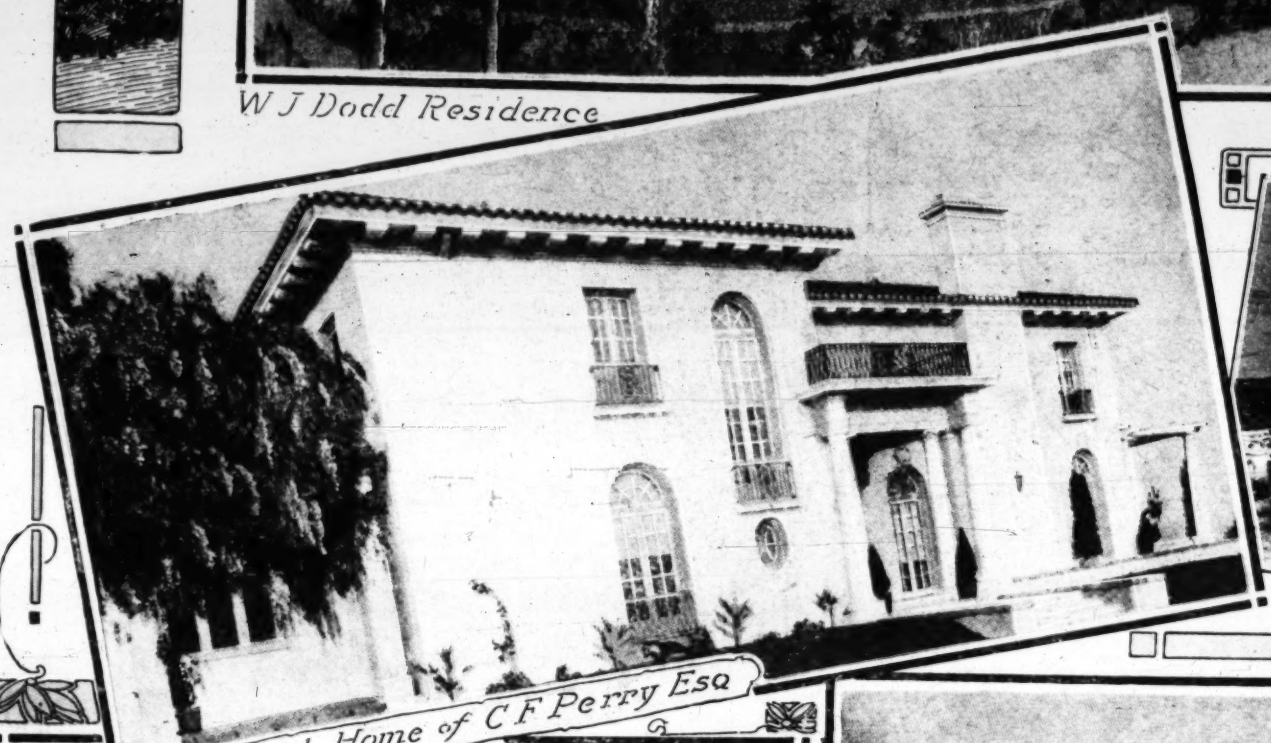
Portal of Palace of Varied Industries, San Francisco Fair.

© Panama-Pacific International

Laughlin Park

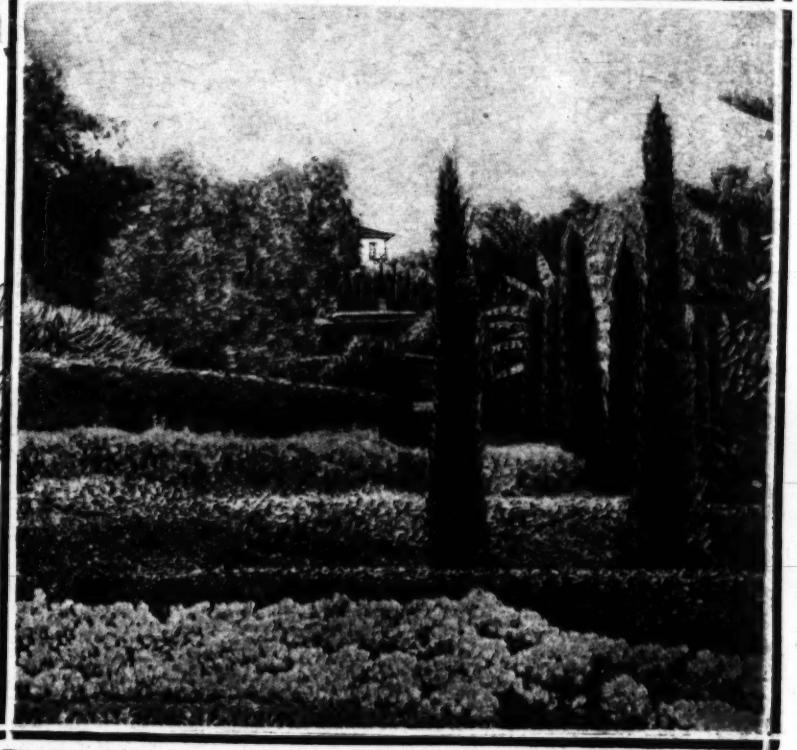


W J Dodd Residence



Palatial Home of C F Perry Esq

Palm Drive. One of the many Private Ways



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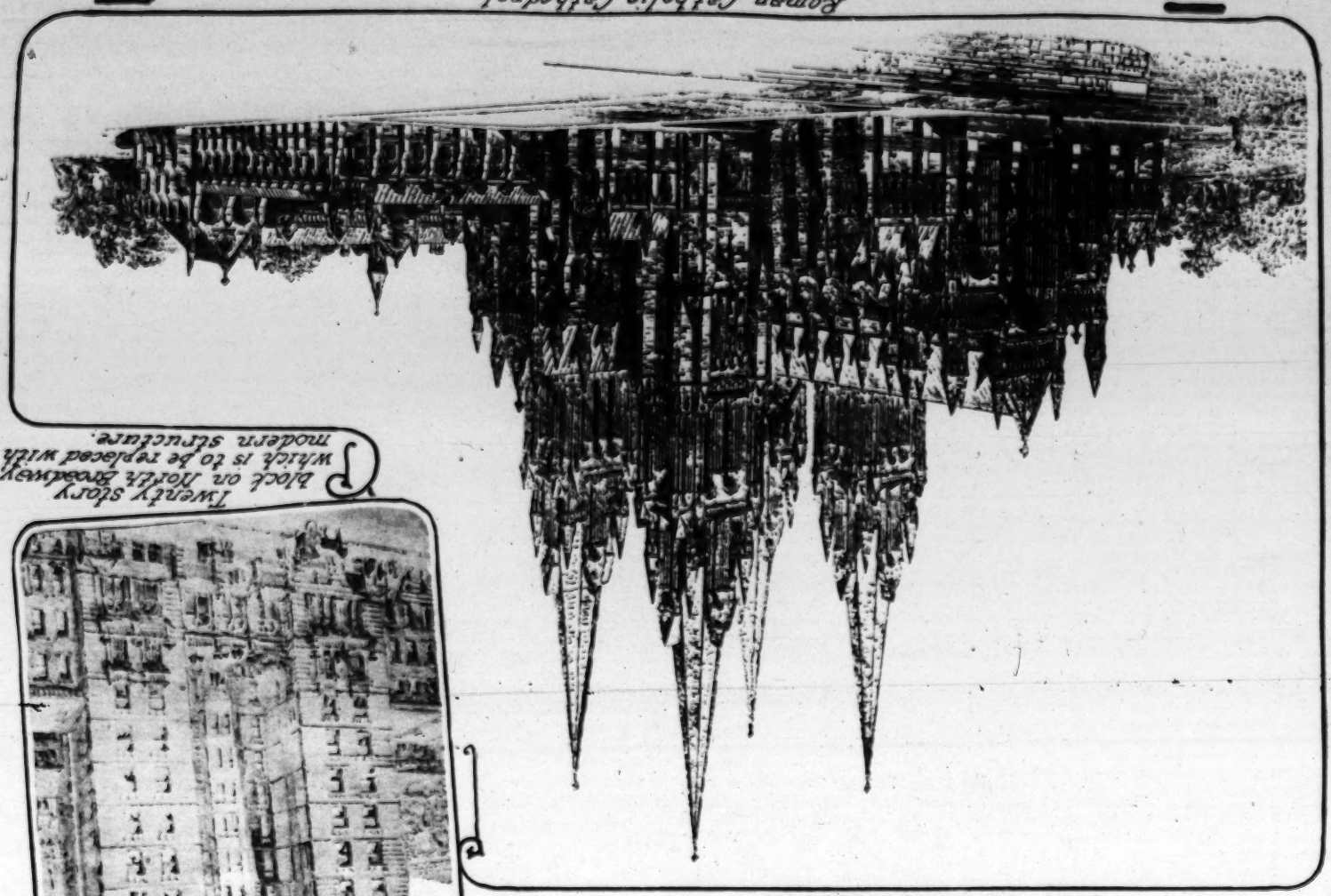


Roman Catholic Cathedral.

Twenty story block on North Broadway which is to be replaced with modern structure.

New St. Pauls Cathedral.

Crown Hill Apartment Hotels.

The New Architecture—Los Angeles, 1928

"Just a Dream."

San Francisco's Exposition Has World Wide Scope

RIGHT ON SCHEDULE.

BOBBIE BURNS long has been accepted as the world's champion condoner of failures. Wherever hopes crumble and disappointments appear there is someone to suggest "the best laid plans of mice

the exposition have decided that if France does not have time to build her pavilion this site will be converted into a beautiful garden memorial to France—the absent guest—and that exposition visitors will not be permitted to forget the desire of the Tri-

at an exposition and very little in any city. It is assured that a city has never existed with one color scheme for the delight of the eye.

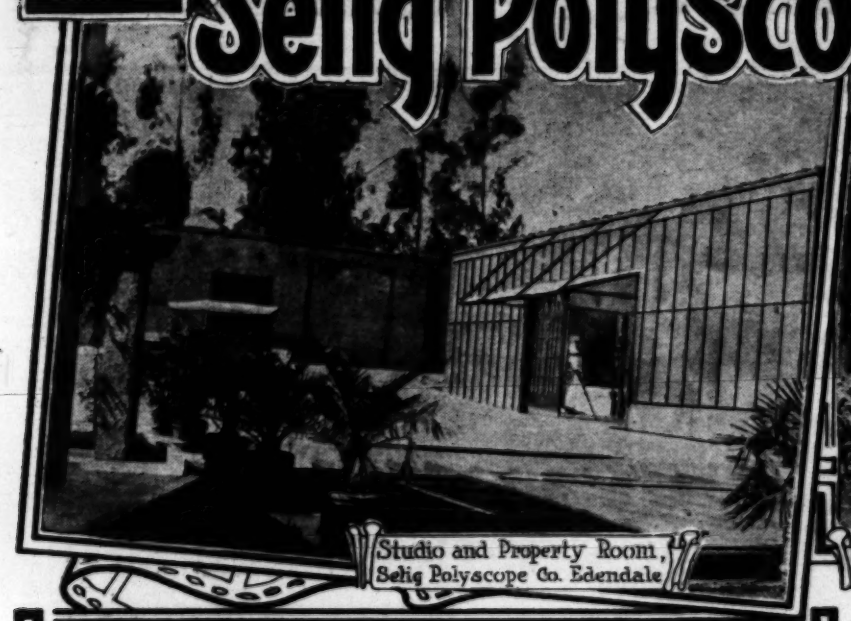
The roofs of the great exhibit palaces are Pompeiian red, broken by copper green and

1200 pounds. When the exposition is over this great organ will be given to the city of San Francisco and will be placed in the Exposition Memorial Auditorium in the civic center.

PORTRAYORS OF LEADING CHARACTERS

Selig

THE Selig Polyscope Company



Studio and Property Room, Selig Polyscope Co. Edendale

Glimpse of Grounds Selig Edendale Plant

Rustic Bungalows in the Forest — Selig Jungle-Zoo.

Main Entrance Selig Polyscope Co. Edendale

A Selig Actor

Denizens of the Selig Jungle

The Selig Polyscope Company of Chicago was the first motion-picture producing firm to locate a studio in Southern California, and the pioneer work which it did in the early days of the picture industry on the Pacific Coast has been taken advantage of by the producers of the United States to such an extent that Los Angeles is now the film center of the world.

That Mr. W. N. Selig's faith in the scenic and climatic conditions of this section, as against any other section in America, was firm from the very first is evidenced by the fact that he built for permanence on his Edendale property, where the first motion-picture studio in California was located, some six years ago. And that experience has developed this faith to the point of inspiration is attested by the recent development by the Selig Polyscope Company of its great Eastlake property, where a studio and zoo that are already famous the nation over cover forty acres of scenic park land.

The Selig Zoo is the most complete privately-owned collection of wild animals in the world. The finest specimens have been procured direct from the jungles of equatorial Africa and India by collectors, who are under contract to the Selig company and are constantly in the field. A carload of rare animals arrived in Los Angeles from Africa via Hamburg as late as the last week in October, escaping the delays and dangers of the European war zone in miraculous fashion.

The Selig Zoo, located in the hills beyond Eastlake Park, occupies a tract which has been embellished by the most famous landscape gardener in America, and the ornamentation of the principal buildings and the statuary for the gardens and the imposing main entrance have been designed by Carlo Romanelli, an Italian sculptor imported for the purpose. The architect of the beautiful group of mission-style edifices and picturesque enclosing wall is Arthur Benton of Los Angeles. The zoo and park will be opened to the public January 1, 1915, and will be one of the principal attractions of the State to exposition year tourists. The buildings and entrances are of solid concrete.

The easterly end of this magnificent park is occupied by an immense photoplay studio, where four stock company of actors are maintained the year round. Handsome dressing-rooms, reading-rooms, a restaurant and other conveniences found within the great enclosure make this a community in itself, while a fine stream and towering forest afford idyllic locations for picture work.

At the original Edendale studio two companies are kept constantly at work on feature productions. The splendid steel and glass studio for interior work which distinguishes this model plant is the largest and, with one or two exceptions, the only one of its kind west of Chicago.

The New Architecture—Los Angeles, 1928
"Just a Dream."

San Francisco's Exposition Has World Wide Scope

RIGHT ON SCHEDULE.

BOBBIE BURNS long has been accepted as the world's champion condoner of failures. Wherever hopes crumble and disappointments appear there is someone to suggest, "the best laid plans of mice and men aft gang agley." And so it was that when the European war blazed out in its unequalled fury a few thousand timid ones felt it appropriate to chant, with feeling, the Burns epitaph over the Panama-Pacific International Exposition. But their sympathy was squandered. The 1915 exposition plans had been in progress longer than the actual work of constructing the Panama Canal, which the exposition will celebrate. These plans did not even hint at "going agley." They had passed that stage.

President Charles C. Moore and the exposition directorate did not make any formal declaration during the first days of the war, because there appeared no necessity. Then the rumor of postponement started in the East. Being bad news, it spread with the rapidity of dawn. If all the peoples of the world could have been assembled on the hills surrounding Harbor View, the exposition site, it merely would have been necessary for President Moore to wave a hand toward the wonders of the 635 acres. The answer to the rumor of postponement was incontrovertibly written. Something that is cannot be postponed.

But the world, millions away from San Francisco, could not see this proof. Proclamations by the president of the exposition and announcements to foreign representatives by Secretary of State Bryan presented assurances that the war could not harm the exposition and that it would be the greatest of all time.

• • •

NOT ONE WITHDRAWAL.

The facts are these. There are forty-two foreign nations and forty-three States and Territories of the United States participating in the coming exposition. There has not been a single withdrawal because of the disaster on the other side of the globe. No other exposition in the calmest days of world peace even approached this participation. Great Britain, Russia and Germany for years debated participation, but never officially accepted the invitation of the President of the United States to have a part in the canal celebration. They did agree to send their warships on the cruise through the canal to the exposition grounds in the company of naval representatives from every maritime power.

Lack of official participation did not bar the citizens of Great Britain and Germany from recognizing the advantage of this world exposition. They organized their industrial and art exhibits, and the war is not making any change in their plans. Many fine displays of German manufacture will be presented at the exposition, and German manufacturers throughout the United States and abroad early laid plans for a comprehensive representation at the exposition. A shipload of exhibits already is in place representing England, while Canada and Australia and New Zealand have pavilions completed, and many loads of exhibits and materials are being distributed to the exhibit palaces.

France has cabled that her plans for participation have not been changed and that, although in the midst of the world's worst conflict, she wants her beautiful site reserved. President Moore and officials of the exposition have decided that if France does not have time to build her pavilion this site will be converted into a beautiful garden memorial to France—the absent guest—and that exposition visitors will not be permitted to forget the desire of the Tricolor to have a part in the peaceful celebration.

• • •

MORE SPACE FOR JAPAN.

Japan has increased her exhibits and has asked for more space since she took her part in the war. Three shipments of exhibits and materials for the Japanese pavilion have arrived at the exposition docks. Turkey's pavilion was completed on the day she declared war. War-stricken Belgium has sent wonderful bulbs and flowers for the Palace of Horticulture.

The Netherlands pavilion nears completion and the appropriation has been increased since the opening of hostilities. Italy and Spain are proceeding with participation, and Italy's pavilion already is one of the attractive features of the exposition. Denmark is not frightened by the proximity of the horrors of war, and Norway and Sweden have pavilions in the last stages of completion and exhibits either on the grounds or on the way to San Francisco. The Orient, South America, Central America, Cuba, the Philippines, Hawaii and the others of the forty-two are preparing wonders that are a part of the world's greatest monument to peace; a monument that holds aloft a challenge for war to show such victories as peace has assembled.

At this time, a little less than four months before the opening day, exhibits have arrived from eleven foreign nations. This early showing far surpasses the record of any previous exposition and is greater than many expositions have had when at their height. If all Europe were to withdraw from the exposition—which is utterly impossible—the 1915 celebration would take its place as the greatest of all time. Officials of the exposition never anticipated a wonderful attendance from Europe, and the loss from certain parts of the continent will be more than offset by increased attendance from other parts of the world, and especially from Americans, who will not be able to visit Europe.

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EARLY ATTENDANCE.

One of the strongest proofs that the exposition is 95 per cent. completed is to be found in the attendance four months before the opening day. Not only have all pre-exposition records been broken, but they have been broken so forcibly that former daily, weekly and monthly records probably have been septupled. The highest single day's attendance during the early part of November was 37,109 on Sunday, November 7. On Sunday, October 11, the attendance was 31,000. During October the weekly attendance was in excess of 55,000, with a grand total for the month of 294,000. The gate fee before the formal opening on February 20, 1915, is 25 cents, half the sum that will rule during the nine and a half months.

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COLOR AND MAGNITUDE.

There are two features of the exposition wonderland today that vie for first recognition from the visitor. Magnitude and color run a close race. It is probable that color wins, for in it is novelty, and the blase American long has been accustomed to things gigantic. Never has he seen color at an exposition and very little in any city. It is assured that a city has never existed with one color scheme for the delight of the eye.

The roofs of the great exhibit palaces are Pompeiian red, broken by copper green and burnt-orange domes. The surface of the several hundred exposition structures is of a pinkish ochre of the imitation Travertine marble. The ceilings of all arches and niches are of cerulean blue. Many of the colonnades and pieces of sculpture are of the verde-antique bronze. The portals are rich in many colors, and everywhere the landscape artists have co-operated by following the color scheme in shrubs and blossoms. Even the wonderful mural paintings that have been produced by nine world-renowned artists use only the color tones of the exposition color scheme. These murals are in place and mark the first time oil and canvas paintings have been hung outdoors.

After the first examination of the color that is to be found from one end to the other of the 635 acres along San Francisco Bay comes the consciousness of magnitude. The very center of the grounds is marked by the "Tower of Jewels," which rises 435 feet and is studded with 125,060 beautiful scintillating gems and decorated with heroic sculpture. It also is the center of "The Walled City," which is made up of eight of the eleven exhibit palaces and covering forty-three acres. In the South Gardens across from the central tower is the greatest glass dome ever built; it is one of the striking features of the Palace of Horticulture. This dome is 185 feet high and 152 feet in diameter.

Down in the State and national area the dome of the Massachusetts Building has the record. This gilded dome, surmounting a reproduction of the Boston State House, stands 185 feet high. "The Zone" is not obscured by the greatness of the other parts of the exposition, and in the class of tall structures it offers the "Aeroscope," a giant's arm that lifts throngs of humanity to a height of 264 feet. Just for good measure there is a Toy Soldier and a Suffragette that are ninety feet tall, some ostriches and an Uncle Sam with a modest seventy-five feet as a part of a total fun area of sixty-five acres.

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EARLY COMPLETION.

There are phases of the great work of building the world's most wonderful exposition that point positively to early completion, and discredit any statements that the exposition will not be ready on February 20, 1915. The last of the 4,000,000 square feet of asphalt is being laid on the exposition drives. The intramural railway service on the five-mile route around the grounds has been inaugurated on a part of the track, and automobile trains have been carrying the visitors for many weeks in addition to the sightseeing autos that have been running inside the gates for months.

More than a dozen foreign pavilions and State buildings have been completed, and formal dedication ceremonies have been held in the buildings of Idaho, Oregon, California and Washington. The first attractions in "The Zone" were open to the public the first of May, and three months before the opening there were almost a score completed and bidding for patronage.

The first of November the great pipe organ and echo organ for Festival Hall arrived, and the work of installation was begun immediately. The organ contains 7000 pipes, controlled by 114 sets of stops. The longest pipe is thirty-five feet and weighs 1200 pounds. When the exposition is over this great organ will be given to the city of San Francisco and will be placed in the Exposition Memorial Auditorium in the civic center.

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MANY SPECIAL EVENTS.

Special events will come thick and fast during every day of the 288 that the exposition is open, and a great part of these will be held in the western section of the grounds. Here have been built the mile race track, the polo field for the world polo tournament, the football and baseball fields, the athletic field with the latest ideas in jumping and vaulting pits, the grand stand for 18,000 persons and the third-of-a-mile oval cinder track. This cinder track has been pronounced the fastest ever built, and it has the only quarter of a mile straightaway in the United States.

Near this area are the live-stock barns, arranged in a quadrangle, with a show ring amphitheater to seat 3000 persons. These barns accommodate more than the fifty barns of the St. Louis exposition and cover a much smaller area. The strip of ribbon that has been ordered for the prize-winning live stock is three miles long and two inches wide. In addition to these ribbons more than $500,000 will be given in prizes and $227,000 for the two harness horse race meets. The Vanderbilt cup race and the Grand Prix start in the western section of the grounds, and every foot of the 300 and 400 miles, respectively, is within the exposition walls.

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GIANT SEARCHLIGHTS.

The details of the most wonderful lighting system ever devised for any city are almost completed. More than half of the more than 500 giant searchlights are on the grounds and are being put in place. Morro Castle on the outer breakwater of the yacht harbor is completed, and from its turrets will shoot the beams of wonderful color that are to make the night display of the 1915 exposition the talk of the world for decades.

Ranged along the two-mile water front of the exposition and paralleling the Golden Gate will be the warships of the world. Two that will have the greatest interest for Americans are the Oregon and the Olympia. The Oregon will be manned as nearly as possible by the men who were on her decks when she made the historic cruise around the Horn in 1898 with the eyes of the world upon her. The Olympia, Admiral Dewey's flagship at the battle of Manila Bay, will be the other warship of great interest, and, as Admiral Dewey is planning to make the trip through the canal with President Woodrow Wilson in March, the admiral again may walk her decks beside the 1915 monument to peace.

Wonders are being heaped on wonders daily. It is a miracle city that follows no pattern or precedent of the past. Its builders have cut it along new lines. It is in no sense a museum. Instead of pointing back, it points ahead, and those who miss its education and entertainment will fail to get the real message of the twentieth century.

There is one place in the world where there is no trace and practically no shadow of the tragedy that is being enacted on half the earth and by half the peoples of the earth. The Panama-Pacific International Exposition stands a peaceful haven for the best that is in mankind.

The exposition opens on February 20 and closes on December 4, 1915.

California Tips.

California now ranks fourth in banking strength of all the States in the Union.

The combined assets of the State banks of California on November 30, 1914, were $745,221,700, an increase in the one fiscal year of $39,404,358, according to the report of the State Bank Commissioner.

A subcommittee representing the California Development Board is now listing the lands all over the State that are available for settlement by Belgians or other farmers. Thousands of acres have been offered. Meanwhile another subcommittee is working on a plan to finance the enterprise on a business basis. The personnel of these committees is exceptionally high grade and experienced.

The Marconi wireless stations at Bolinas and Marconi, in Marin county, recently opened for service, are among the highest-powered stations in the world. Marin county may now talk with Honolulu on the west and with New Brunswick, N. J., on the east. This station has an importance in the chain of wireless stations which will encircle the world.

From November 1, 1913, to October 14, 1914, citrus fruit shipments filled 47,839 cars, or nearly 29,000 cars more than during the previous season.

Five million dollars is the value of the prune crop this year of 85,000,000 pounds.

Five million dollars a year is paid to California vegetable growers for their output.

Nearly $400,000 dividend money went this season to 5000 growers of the California Associated Raisin Company. This dividend, coupled with the contract price already paid the growers, gives them the biggest returns on raisins they have enjoyed in several years.

The value of the State's real estate is $1,719,598,406, besides $655,222,890 for improvements thereon, a total of $2,374,821,296; equal to nearly $1000 for every man, woman and child of the State.

The arrival of a ship in Richmond with a cargo of English clay for the porcelainware factories there brings to attention the fact that in this line of manufacturing California is developing one of its greatest industries. Three plants in Richmond are turning out plumbers' sanitary ware of the highest grade and enameled bath tubs in successful competition with the East. Most of the raw material is obtained in California.

Santa Maria reports bean shipments of 250,000 sacks this year; 300,000 sacks of sugar and 200,000 sacks of oats, barley and wheat, and 1200 acres in alfalfa are other items.

The Santa Maria oil field shipped 328,000 barrels during the month of September.

Fishing for profit is good in Southern California. Since the opening of the American Panama Canal, which is practically the date of the opening of Los Angeles Harbor, 275,000 cases of tuna have been packed this season, and it is estimated that over 1,000,000 cases will be the output for next season. Albicore is also figuring largely.

Orange county bean farmers have a $2,000,000 bean crop, of which 90 per cent. is lima beans.

San Joaquin County's Grapes.

[Los Angeles Financial News:] San Joaquin grape growers shipped this year almost 300 cars of Tokays to the eastern markets and the wineries crushed 53,204 tons of wine grapes and 31,680 tons of culls and strippings. Of the 31,680 tons of Tokay culls and strippings that were hauled to the wineries this year to be made into brandy for the fortification of sweet wines, about a fourth, or 7820 tons, were culls and about three-quarters, or 23,760 tons, were strippings. Figuring the wine grapes at $10 per ton, the strippings at $7.50 and the culls at $5, makes a total of $749,840, or $2,046,140 for the entire crop of Northern San Joaquin, including wine and table grapes.

The total clearings of the Long Beach banks from May 18 to December 14 was $16,127,550.65. The heaviest month was June, when the clearings amounted to $2,586,649.28.

Orange County Sugar Factories.

Orange county has five sugar factories. Two of them are located at Santa Ana, one at Anaheim, one at Los Alamitos and one at Huntington Beach.

During the season just closed the Southern California Sugar Company sliced more than 50,000 tons of beets and made more than 12,000,000 pounds of sugar. The Santa Ana Co-operative Sugar Company sliced 110,000 tons of beets and made nearly 31,000,000 pounds of sugar. The Anaheim Sugar Company sliced 70,000 tons of beets and made nearly 20,000,000 pounds of sugar. The Holly Sugar Company of Huntington Beach sliced 33,000 tons of beets and made over 7,000,000 pounds of sugar.

Profit in Honey Raising.

At a recent meeting of the California Bee Keepers' Association it was estimated that the honey produced in California will have an annual valuation of $50,000,000. In Riverside county alone, it is estimated that there is annually lost $500,000 in orange honey due to the lack of bees. Citrus growers are commencing to realize the benefit of a few stands of bees in their groves and are placing these in safe places. One small apiary in an orange grove produced 235 pounds of honey to the hive.

One apiary containing 1000 stands of bees realized over seventy tons of honey.

Selig

PORTRAYORS OF LEADING CHARACTERS IN SELIG PICTURE PLAYS

WILLIAM STOWELL

THOMAS SANTSCHI

BESSIE EYTON

GUY OLIVER

TOM MIX

TRADE S MARK

LYLLIAN BROWN LEIGHTON

CHARLES CLARY

KATHLYN WILLIAMS

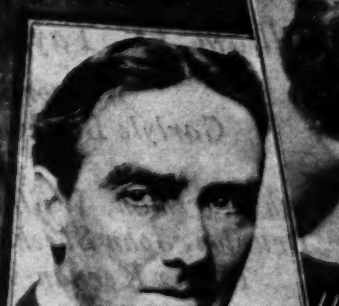
WHEELER OAKMAN

STELLA RAZETO

LILLIAN HAYWARD

EUGENIE BESSERER

EDITH JOHNSON


HARRY LONSDALE

JOHN LANCASTER

THE
SELIG POLYSCOPE COMPANY
EXECUTIVE OFFICES AND LABRATORY, CHICAGO

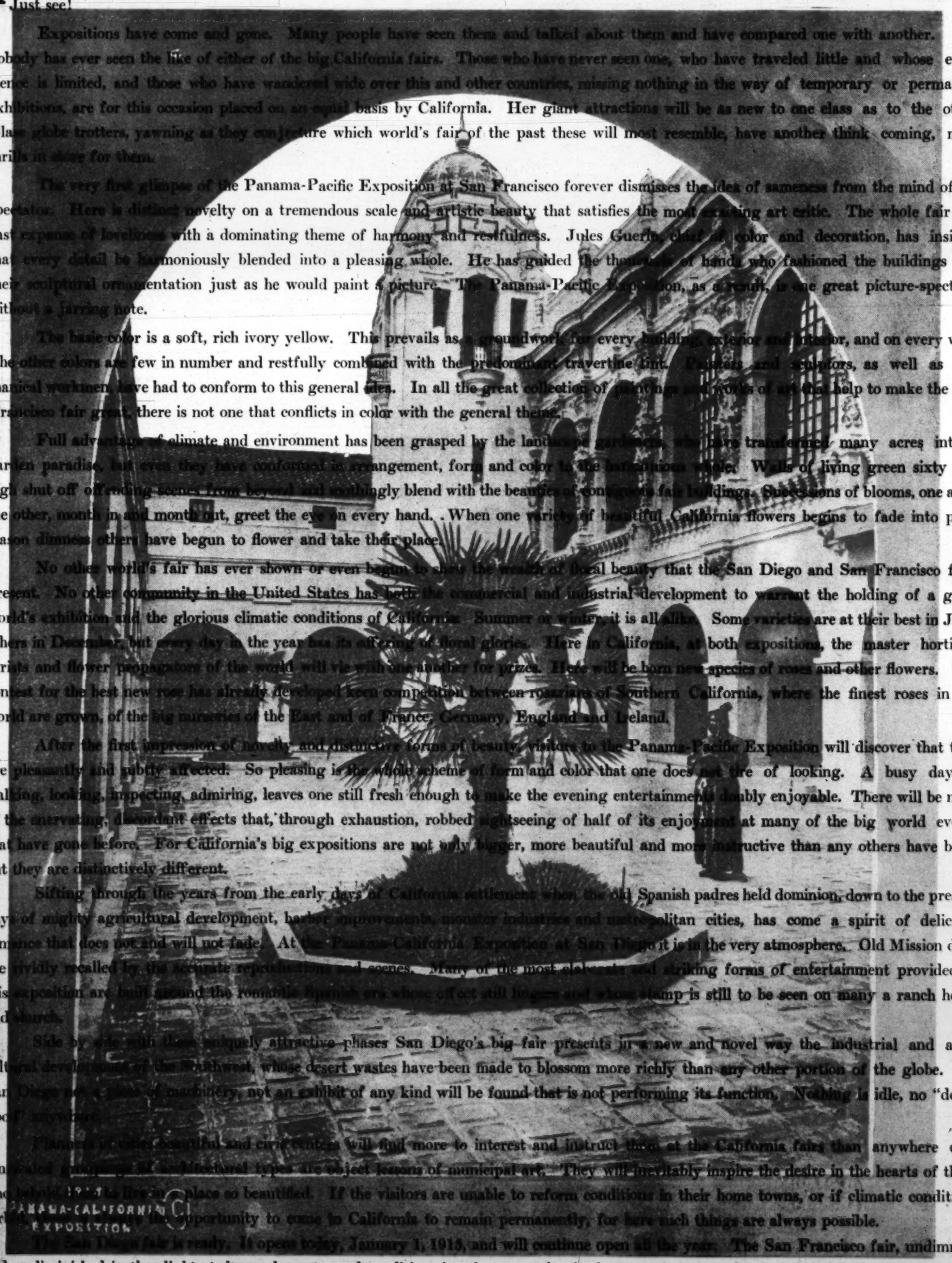
STUDIOS AT CHICAGO, EDENDALE AND EASTLAKE

JUNGLE ZOO AT EASTLAKE

TRADE S MARK

Nothing New in World's Fairs? Just See California's!

IT IS commonly believed that there is nothing new to offer in world's fairs, that so many have been presented and the same idea worked over so many times that one is very like another. California has proved the falsity of this belief and now stands ready to demonstrate it. Just see!



Expositions have come and gone. Many people have seen them and talked about them and have compared one with another. But nobody has ever seen the like of either of the big California fairs. Those who have never seen one, who have traveled little and whose experience is limited, and those who have wandered wide over this and other countries, missing nothing in the way of temporary or permanen exhibitions, are for this occasion placed on an equal basis by California. Her giant attractions will be as new to one class as to the other. Blase globe trotters, yawning as they conjecture which world's fair of the past these will most resemble, have another think coming, more thrills in store for them.

The very first glimpse of the Panama-Pacific Exposition at San Francisco forever dismisses the idea of sameness from the mind of the spectator. Here is distinct novelty on a tremendous scale and artistic beauty that satisfies the most exacting art critic. The whole fair is a vast expanse of loveliness with a dominating theme of harmony and restfulness. Jules Guerin, chief of color and decoration, has insisted that every detail be harmoniously blended into a pleasing whole. He has guided the thousands of hands who fashioned the buildings and their sculptural ornamentation just as he would paint a picture. The Panama-Pacific Exposition, as a result, is one great picture-spectacle without a jarring note.

The basic color is a soft, rich ivory yellow. This prevails as a groundwork for every building, exterior and interior, and on every wall. The other colors are few in number and restfully combined with the predominant travertine tint. Painters and sculptors, as well as mechanical workmen, have had to conform to this general idea. In all the great collection of paintings and works of art that help to make the San Francisco fair great, there is not one that conflicts in color with the general theme.

Full advantage of climate and environment has been grasped by the landscape gardeners, who have transformed many acres into a garden paradise, but even they have conformed in arrangement, form and color to the harmonious whole. Walls of living green sixty feet high shut off offending scenes from beyond and soothingly blend with the beauties of contiguous fair buildings. Successions of blooms, one after the other, month in and month out, greet the eye on every hand. When one variety of beautiful California flowers begins to fade into post-season dimness others have begun to flower and take their place.

No other world's fair has ever shown or even begun to show the wealth of floral beauty that the San Diego and San Francisco fairs present. No other community in the United States has both the commercial and industrial development to warrant the holding of a great world's exhibition and the glorious climatic conditions of California. Summer or winter, it is all alike. Some varieties are at their best in July, others in December, but every day in the year has its offering of floral glories. Here in California, at both expositions, the master horticulturists and flower propagators of the world will vie with one another for prizes. Here will be born new species of roses and other flowers. The contest for the best new rose has already developed keen competition between rosarians of Southern California, where the finest roses in the world are grown, of the big nurseries of the East and of France, Germany, England and Ireland.

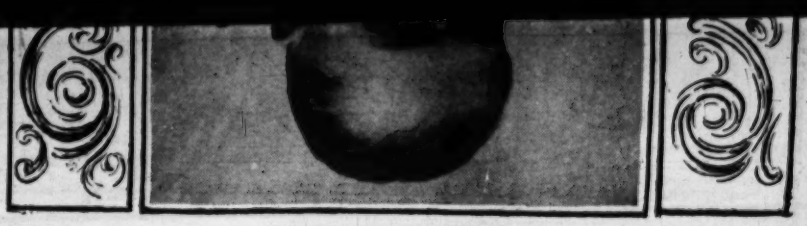
After the first impression of novelty and distinctive forms of beauty, visitors to the Panama-Pacific Exposition will discover that they are pleasantly and subtly affected. So pleasing is the whole scheme of form and color that one does not tire of looking. A busy day of walking, looking, inspecting, admiring, leaves one still fresh enough to make the evening entertainments doubly enjoyable. There will be none of the enervating, discordant effects that, through exhaustion, robbed sightseeing of half of its enjoyment at many of the big world events that have gone before. For California's big expositions are not only bigger, more beautiful and more instructive than any others have been, but they are distinctively different.

Sifting through the years from the early days of California settlement when the old Spanish padres held dominion, down to the present days of mighty agricultural development, harbor improvements, monster industries and metropolitan cities, has come a spirit of delicious romance that does not and will not fade. At the Panama-California Exposition at San Diego it is in the very atmosphere. Old Mission days are vividly recalled by the accurate reproductions and scenes. Many of the most elaborate and striking forms of entertainment provided at this exposition are built around the romantic Spanish era whose effect still lingers and whose stamp is still to be seen on many a ranch home and church.

Side by side with these uniquely attractive phases San Diego's big fair presents in a new and novel way the industrial and agricultural development of the Southwest, whose desert wastes have been made to blossom more richly than any other portion of the globe. At San Diego not a piece of machinery, not an exhibit of any kind will be found that is not performing its function. Nothing is idle, no "dead-wood" anywhere.

Planners of other beautiful and civic centers will find more to interest and instruct them at the California fairs than anywhere else. Unrivaled groupings of architectural types are object lessons of municipal art. They will inevitably inspire the desire in the hearts of those who behold them to live in a place so beautified. If the visitors are unable to reform conditions in their home towns, or if climatic conditions forbid, they will have the opportunity to come to California to remain permanently, for here such things are always possible.

The San Diego fair is ready. It opens today, January 1, 1915, and will continue open all the year. The San Francisco fair, undimmed and undiminished in the slightest degree by untoward conditions in other countries, is almost entirely completed and is a real world's fair. It will open February 20, next, and will continue until December 4.



Henry M. Lehrman

David Wark Griffith

Discouragement because of the attitude of the theatrical managers, who would not or could not see his ideas of dramatic art, was the cause of David Wark Griffith deserting the stage and going into motion picture, where, in the course of a few years, he has risen to such a point that today he is conceded to be the foremost figure in the motion-picture world.

Seven years ago Mr. Griffith completed an engagement as leading man for Nance O'Neil. He had made a thorough study of the drama and knew the works of the old

He had learned a lesson in so far as dealing with directors was concerned. He concluded to start in the moving-picture business at the bottom and then await his opportunities for putting his dramatic touch into motion pictures—the touch that had been denied him on the stage.

Mr. Griffith started to work as an extra actor at a salary of $5 a day. He soon graduated into the salary class, thence to assistant director, and lastly to director. In the meantime he was studying the motion-picture business day and night. He ob-

The Jesse L. Lasky Feature Play Co.

Announces the First Anniversary of Its Organization

Regular Members of the Lasky Stock Company.

Theodore Roberts
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Hosea Steelman
J. M. Cassidy
Lucian Littlefield
P. E. Peters
Robert Dunbar
Frank Hopkins
Milton Brown
Robert Fleming
Larry Payton
M. A. Harris
Clarence Chandler
Monroe Salisbury
James Griswold
Park Jones
Mabel Van Buren
Winifred Kingston
Jeanie Macpherson
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Anita King
Constance Johnson
Florence Dagmar
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Isabel Whyte
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and
BLANCHE SWEET

During its First year, the Company has produced the following Feature Plays:

THE SQUAW MAN—with Dustin Farnum.
BREWSTER'S MILLIONS—with Edward Abeles.
THE MASTER MIND—with Edwin Breese.
THE ONLY SON—with Thos. Ross.
THE MAN ON THE BOX—with Max Figman.
THE CALL OF THE NORTH—with Robert Edeson.
THE VIRGINIAN—with Dustin Farnum.
BOBBY BURNIT—with Edward Abeles.
WHERE THE TRAIL DIVIDES—with Robert Edeson.
WHAT'S-HIS-NAME—with Max Figman.
READY MONEY—with Edward Abeles.
THE MAN FROM HOME—with Chas. Richman.
THE ROSE OF THE RANCHO—with Bessie Barriscale.
THE CIRCUS MAN—with Theodore Roberts.
THE GHOST BREAKER—with H. B. Warner.
CAMEO KIRBY—with Dustin Farnum.
THE GIRL OF THE GOLDEN WEST—with All Star Cast.
THE GOOSE GIRL—with Marguerite Clark.
YOUNG ROMANCE—with Edith Taliaferro.

The Company announces that, for its second year, the following Heads of Departments will continue to keep the name of The Lasky Feature Play Co. the standard of comparison by which the Photodrama of the world is judged:

C. B. De MILLE—Director General and General Manager of the Hollywood studios.
Wm. C. De Mille—Scenario Dept.
Wilfred Buckland—Artistic Director.
Fred Kley—Business Manager.
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Business Office—Long Acre Theater, W. 48th St., New York City, N. Y.

Jesse L. Lasky, President.
Samuel Goldfish, Treasurer and General Manager.
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High Class Feature Photoplays from the works of Established Authors and Playwrights

Produced by William D. Taylor.

Supporting Carlyle Blackwell are Ruth Hartman, William Brunton, John Sheehan, Henry Kernan, etc.

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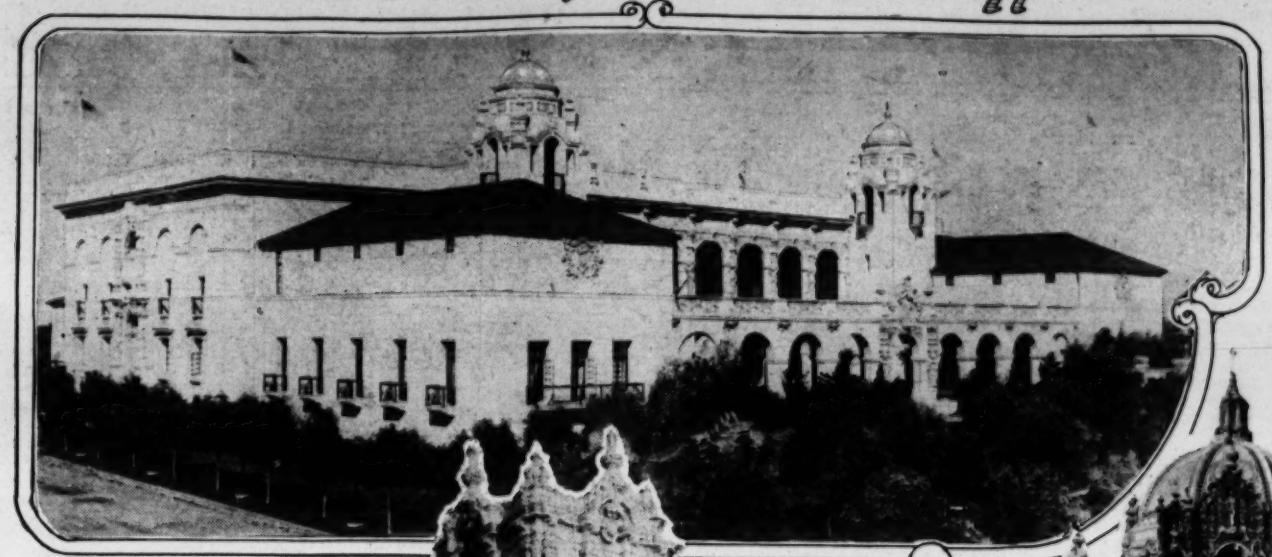
Los Angeles Branch—218 Superba Theater Building

Nothing New in World's Fairs? Just See California's!

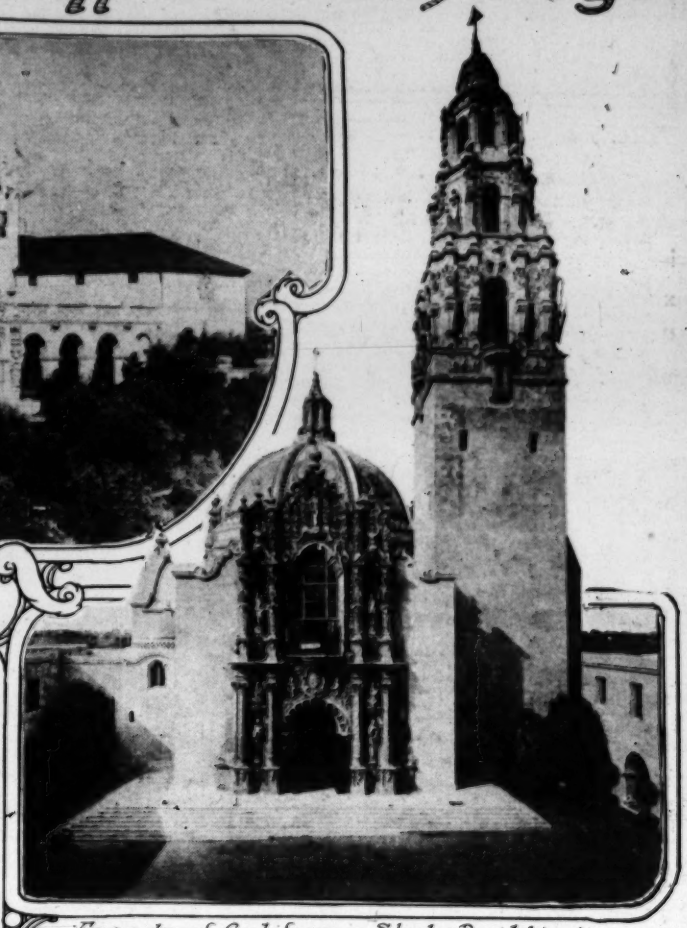
IT IS commonly believed that there is nothing new to offer in world's fairs, that so many have been presented and the same idea worked over so many times that one is very like another. California has proved the falsity of this belief and now stands ready to demonstrate it.

Attractive Architectural Types at San Diego

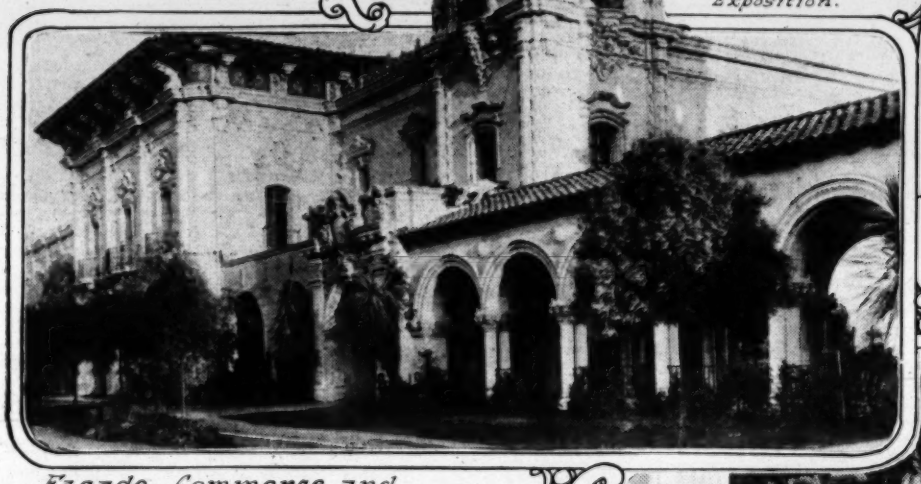


Southern California Counties Building.

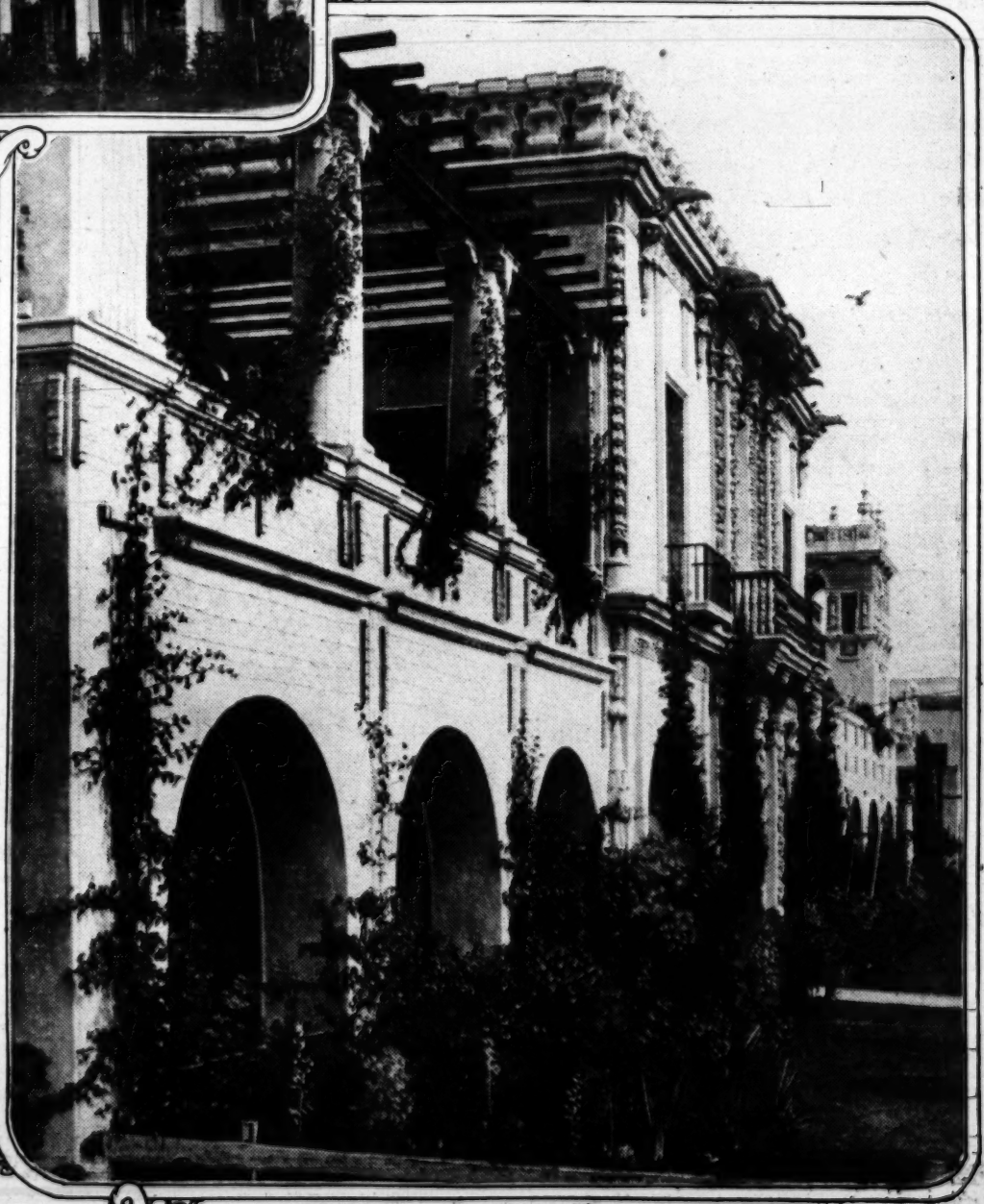
Photos © 1914 Panama-California Exposition.



Facade of California State Building.



Facade, Commerce and Industries Building.

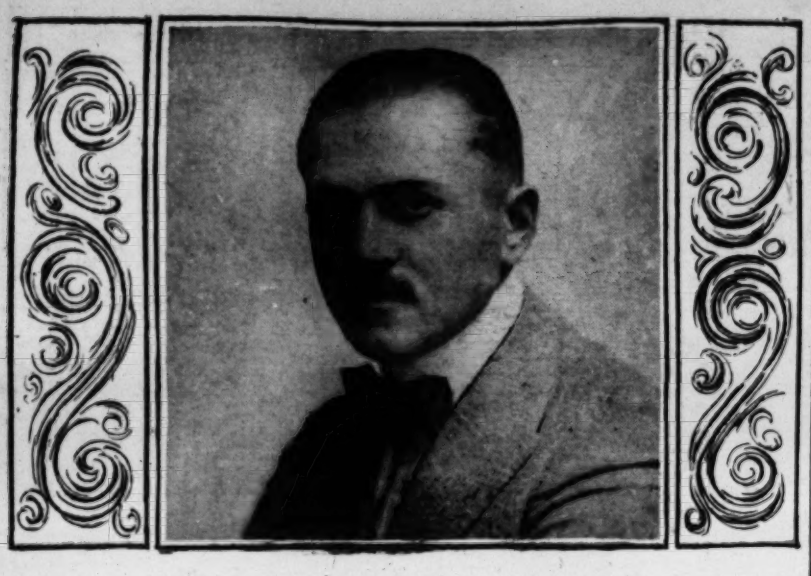


Along the Science and Education Building.

West facade, Home Economy Building

The Jesse L. Lasky Feature Play Co.
Announces the First Attraction of its Organization

Henry M. Lehrman



The subject of this interesting sketch, now president of the "L-KO" Motion Picture Kompany of Los Angeles, Cal., was born at Vienna, Austria, in 1883. He spent his boyhood days there, and was educated at the Vienna Commercial University. He later served as a lieutenant in the Austrian army, being stationed at the fortress in the city of Przemysl. His regiment is still stationed there, and many of his former comrades are now fighting as members of Lieut. Lehrman's garrison.

When 24 years of age, about seven years ago, Lieut. Lehrman came to America, landing in New York. He could not speak a word of English. He began studying the language of this country under the personal-contact system, and by close application soon mastered the principal features.

Five years ago he became interested in motion pictures through attending the small theaters of New York, where the scenes in their, at that time, crude state attracted him. He realized even then the wonderful possibilities of motion-picture work, for, like many educated and highly-sensitive Europeans, he has an extensive imagination.

He secured a position as an extra man with the Biograph Company of New York. For a year and a half he struggled hard to win recognition. He had many obstacles thrown in his way, but he won out.

During these days of hard work and slow progress he met Mr. David W. Griffith, the noted director, then rehearsing the actors and players in motion-picture work, who seemed to appreciate young Lehrman's ability and hard work. Mr. Griffith encouraged him, gave him a chance to stick to the game and live. His work was of the right kind, and he began climbing the ladder of achievement. He was given a part here and there, later a lead, and his work was so satisfactory that his prestige was established, and he became a real actor familiar with the details of motion-picture work.

Mr. Lehrman left the Biograph Company to accept a position as director for the Imp Company in New York, making a specialty of comedy work. Here his ideas in the game of comedies, he being only a youngster himself, were advanced and strengthened by the encouraging advice of Mabel Normand a most popular star, who, being keen of perception, realized young Lehrman had undeveloped talent. She talked the work over with him on more than one occasion, and, with her assistance, Miss Normand playing leads to the Lehrman comedies, he produced a number of brilliant and popular plays. It was Miss Normand who induced him to join the Keystone Film Company, which was then being organized. With this organization Mr. Lehrman soon established a new line of comedies, which won public approval from the start. He continued with this company for about eighteen months, when he was offered ' -tant connections with other companies, finally signing up with the Universal Film Company, who organized a special company for Mr. Lehrman, with an individual trade-mark known as the "L-KO" Motion Picture Kompany, of which Mr. Lehrman is president and general director; he also controls the corporation. This notable company is now making headquarters in Los Angeles, where, under the direction of Mr. Lehrman, the company is producing high-class comedies under the "L-KO" brand. A specialty is made of three-reel productions, following along the lines of "After Her Millions," which proved so successful.

Mr. Lehrman has had a remarkable career, and, when it is considered that he never uses a scrip or has a scenario to follow, conceiving and executing as he proceeds, his success has been most notable.

Mr. Lehrman's view of comedy is anything that resembles life—that is true to nature. He now plans a series of comedy pictures based on exposition life and specialties, the principal object being a combination of educational features that will blend and harmonize with comedy. This will make scenes more attractive and individual, as well as educational and instructive.

Mr. Lehrman rehearses the players over and over again, making corrections and alterations according to his original ideas as he goes along, but always without the aid of writing, relying on his splendid training and memory.

Mr. Lehrman is the son of Joseph Lehrman, noted and successful manufacturer of steel products and agricultural implements of Austria, whose name is known throughout that country, where his implements have been in general use for years. Like his estimable father, he has a wonderful memory and ideas of the comedy in life that are distinctive. Mr. Lehrman makes his home at the Hotel Alexandria, motoring to and from his studio daily. He gives personal direction to all his comedies, and they have won for him a prestige and fame that are most gratifying. His future as a motion-picture producer is firmly established, and each year but adds to the name and honor of the "L-KO" productions under the management of Henry M. Lehrman, president and managing director.

David Wark Griffith

Discouragement because of the attitude of the theatrical managers, who would not or could not see his ideas of dramatic art, was the cause of David Wark Griffith deserting the stage and going into motion pictures, where, in the course of a few years, he has risen to such a point that today he is conceded to be the foremost figure in the motion-picture world.

Seven years ago Mr. Griffith completed an engagement as leading man for Nance O'Neil. He had made a thorough study of the drama and knew the works of the old masters. He was anxious to see the American stage improved. Mr. Griffith was years ahead of the theatrical managers in his conception of to what truly great heights the drama could be carried. His idea of the drama was poetical and beautiful. He had the natural artist's capacity for seeing where, with a merely slight touch of artistry and realism, commonplace incidents in the mediocre stage vehicles could be so raised that they could be made into beautiful dramatic situations, appealing to artistic sense rather than to love of sensationalism.

He wished to add new touches of beauty and art to the stage. He desired to revolutionize the old order of the cheap melodrama. Mr. Griffith thought, with Keats, that a thing of beauty is a joy forever, and where could it be better applied than to the American stage?

Owing to his what then seemed visionary ideas, he was ridiculed by the powers that were in the theatrical world. It was at this time that Mr. Griffith wrote a play, in which he embodied his ideas of what he considered to be the essential qualities of drama, which he deemed were wanted by the theater-going public. It was called "The Fool and a Girl." Into the manuscript he wrote in detail the acting and expression he wished carried out. This play, in point of artistic finish and new dramatic tone, was far ahead of what at that time were considered the classic dramas. It was new.

The play was purchased and Mr. Griffith had visions of seeing it produced with all his new and novel embellishments carried out in full. But it was only a vision. The producers cut and slashed the play until the only thing that remained by which it could be identified was the title and a piece of the skeleton of the action, which embraced only a small fraction of the original manuscript. Mr. Griffith protested vigorously to the theatrical managers who were putting on the play. He tried to instill into their minds that they were destroying the very heart of the play. He protested that all the really artistic qualities that he had written into the manuscript were gone, and that which remained was nothing more or less than ordinary stage junk, which had been common property behind the footlights for half a century.

Mr. Griffith was advised rather curtly that the same old ideas and the same old plays were making money, and that he had better let his wild ideas die a natural death. The theatrical managers were reaping a golden harvest, and they wanted nothing new. Their conception of what was beautiful and what was artistic had been handed down from theatrical managers to theatrical managers, with the result that commercialism flourished at the expense of art.

Mr. Griffith offered to write a new play and make a present of it to the theatrical managers if they would stage it as he wrote it, but his offer was refused. The theaters were making money, was the answer of the powers that be in the theatrical world to his argument. Thus art clashed with commercialism, and, as it always has been and probably always will be, art was defeated—another play stripped of its innovations.

"The Fool and a Girl" failed. It was produced in Washington, D. C., by James K. Hackett, with Fannie Ward playing the title role. Hackett wished to see the play put on as Griffith wrote it, but he was powerless to do so. Mr. Griffith, before going to Washington, attempted to have the play produced in New York, but could not even secure a hearing.

With the failure of "The Fool and a Girl" Mr. Griffith despaired of ever being able to convince the theatrical managers of his ideas of art in drama. He then determined to see what he could do in motion pictures. He had learned a lesson in so far as dealing with directors was concerned. He concluded to start in the moving-picture business at the bottom and then await his opportunities for putting his dramatic touch into motion pictures—the touch that had been denied him on the stage.

Mr. Griffith started to work as an extra actor at a salary of $5 a day. He soon graduated into the salary class, thence to assistant director, and lastly to director. In the meantime he was studying the motion-picture business day and night. He absorbed knowledge of its technique like a fresh blotter on an ink spot. He saw where the motion pictures presented a greater field for his ideas than the restricted stage. It was when he became a director that he revolutionized the motion pictures, which at this time (1908) were in their crudest stage.

He cast aside all ideas of precedent. One by one he tore down and cast aside customs, which at that time were adhered to in a sort of a religious zeal by the men who at this period were considered the pioneers of the industry.

The something new that Mr. Griffith failed to instill into the legitimate stage he gradually worked into motion pictures. His progress was one constant fight. Like the progress of all pioneers, men who see farther than the average person, he was forced to fight his way to the goal at which he aimed. His employers fought his methods because they felt they were the actions of a fanatic.

He invented the cut-back, the close-up, changed the pictures from living caricatures to pictorial dramas.

His remarkable rise from an extra actor to the foremost figure in the motion-picture industry furnishes a striking example of what brains, ambition, pluck and an indomitable will, combined with a sense of the artistic, will accomplish. Today he is

D. W. GRIFFITH.

general manager and director-in-chief for the Reliance and Majestic film companies, where he draws a salary in excess of $100,000 a year, besides sharing a large percentage in the earnings of these organizations.

The special features he has produced include "Judith," "Home, Sweet Home," "The Escape," "The Avenging Conscience" and "The Battle of the Sexes." These productions are the only motion pictures that have been reviewed and criticised by the higher-class dramatic critics, with the same care and forethought that they accord to legitimate stage plays. Mr. Griffith's productions are the only pictures containing all the essentials of true dramatic art, which pictures must contain in order to receive recognition at the hands of dramatic critics.

A short time ago Mr. Griffith saw Fannie Ward, who was the leading figure in his "The Fool and a Girl." She told him that had the producers the foresight to put on "The Fool and a Girl" exactly as it was written the play would have made a fortune.

OZ FILM MANUFACTURING CO.

The history of the formation, organization and development of the Oz Film Manufacturing Company is especially characteristic of and interesting to Los Angeles people.

The now celebrated company was incepted and formed among members of the Uplifters' Association of the Los Angeles Athletic Club, April 2, 1914, for the purpose of making and featuring in five reels or more the famous fairy tales of the noted author Frank Baum, producer of the most characteristic specialties known to child life.

It is a close corporation, capitalized for $100,000. Not one dollar was spent for promotion or stock selling in any way. The stockholders are all representative business men of Los Angeles. The officers of the Oz Film Manufacturing Company are L. Frank Baum, president and general manager; Louis F. Gottschalk, vice-president; C. H. Rundel, secretary; H. M. Haldeman, treasurer, and Frank J. Baum, special representative in New York.

Shortly after its organization affairs were completed the company leased the former noted homeplace of ex-Senator Cole, founder of Colegrove, in the most interesting section of Hollywood, erecting thereon, in addition to the old and picturesque family home, the most modern and complete studio known to the motion-picture world of the Pacific Coast.

Mr. Frank Baum gives the various productions and the entire studio and surroundings his entire time and attention. His kindly advice and wise counsel is frequently extended to actor or assistant, and his cheerfulness and depth of appreciation, so courteously shown, have much to do with the excellence and success of the famous pictures manufactured by the Oz company.

Directors for the company are such able representatives of the theatrical and motion-picture profession as Mr. Louis F. Gottschalk and Mr. J. Farrell Macdonald, whose effective creations and personalities are abundantly shown in the splendid results obtained for the Oz pictures.

Under Mr. Frank Baum's personal supervision the company began making pictures June 10, 1914, manufacturing only feature pictures of five reels or more, the first being the "Patchwork Girl of Oz." The results gained from this work were so satisfactory that the company immediately became prominent, and its pictures grew in popularity and in demand.

The second picture produced was the "Magic Cloak," followed by "His Majesty, the Scare Crow," "the Last Egyptian" and the "Violet Dream" series, featuring Violet MacMillan. The last two pictures have only recently been completed. These pictures, as well as others to be produced, feature Mr. Baum's life work, and are among the most successful and interesting known to the motion-picture profession, adding renewed prestige and fame to this already notably successful playwright and producer.

Mr. Baum is perhaps the best-known writer of fairy tales in America. He has written the famous Oz stories, which are read in public schools throughout the United States as supplementary reading for children in the primary grade. Over 4,000,000 copies of the Oz stories have been sold. They have also been translated into several European languages, and are known in all parts of the world.

These stories are now being produced in motion pictures. The books were formerly sold at $1.50 each. Mr. Baum, however, conceived the idea of translating the stories to pictures so that the children could see them acted at a nominal price. The press of the entire country united unanimously in complimenting in the highest terms the first picture released by the Oz company, the "Patchwork Girl." At the Strand Theater in New York, which is the finest playhouse in that great city, the pictures were shown to 65,000 persons in one week. The "S.R.O." sign was prominent continuously. People stood five rows deep trying to buy tickets.

The company makes a specialty of having aggregations of beautiful girls in their pictures. The New York Telegraph says "the 'Patchwork Girl' had quite the prettiest lot of girls ever gathered together in one picture."

Famous people in the Oz company include Violet MacMillan, who played the part of Dorothy in the original Wizard of Oz Company and Fred Woodward, the king of animal actors, his specialty of Hank the Mule, as played in the Tik Tok man, being known throughout the country. Frank Moore, playing the Scarecrow, and other quaint parts in the "Tik Tok Man," is also prominent. Miss Vivian Reed has been pronounced one of the most beautiful women in motion pictures.

The Oz Film Manufacturing Company employs about thirty prominent performers regularly, and from twenty-five to two hundred extras as the pictures demand. It has offers for releases from all leading agencies of the country, and the New York field is being looked after by Frank J. Baum, son of the founder of the company, who takes care of releases and publicity for the organization.

Mr. Frank Baum, the famous fairy tale writer and motion-picture producer, first came to California twelve years ago, spending the winters for years at Coronado. Three years ago he purchased a beautiful home in Hollywood, and now heads this notable company, which he founded to produce pictures built around his magnificent works.

A beautiful prestige has thus been established and is splendidly maintained by Frank Baum and the Oz Film Manufacturing Company of Los Angeles, Cal., U.S.A.

ENTERTAINING CENTER.

LOS ANGELES, always beautiful, always entertaining, continually growing and developing, is stretching out her hands in cordial welcome to the people of other States and nations. The pivotal point on the great travel lane between the ex-

World-beating Facts.

Los Angeles county has the largest orange grove in the world.

The biggest olive grove in the world is in Los Angeles county. Within a

the spirit of romance linger so impressively as in the Southwest. The influence of the early mission days still obtains, and dotted about here and there in California and Arizona are the rambling adobe buildings, many of them in a good state of preservation and every one interesting, not only for their associations, but for the distinctive

dinal, the intention being to make the entire county a floral show.

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CITY GARDEN SOLDIERS.

As their part of the work of preparation the school children of Los Angeles county

Gladness and Color of San Francisco's Exposition.

Vivid Impressions of a Clever Los Angeles Girl on the Scene Vividly Expressed—The Art, Architecture and Genius of the Show Buildings.

BRIGHT WORD PICTURE.

[SPECIAL CORRESPONDENCE.]

SAN FRANCISCO, Dec. 22.—The current coin of the superlative has depreciated from overissue in this town. A happy and ebullient populace, aided by the busy publicity mills of the Panama-Pacific International Exposition, has inundated, deluged and engulfed the place with colorful adjectives. You are assailed by them in cafes, on trolley cars, at the theater—everywhere. So when you journey over the hills to the fair grounds you find yourself helpless and groping. You find that all your apt but gaudy description which you had lovingly planned to plaster onto the said fair is shabby and shopworn.

An appreciation of the real joy and beauty of the Panama-Pacific International Exposition is, first of all, a matter of orientation. Remember that the Bay of San Francisco is shaped like a great inverted L, with the upper arm running east and west, dropping south about five miles inland. Across the peninsula is a "cordillera" of hills, parallel to the inlet of the bay. At the base of these hills, on the edge of the bay, is the exposition site.

You come on the city of domes and palaces in a trolley ride over a steep Fillmore-street hill. A filmy mist was rolling in from the bay when I first saw it.

I know that, neither in repeated views nor in memory, I shall never be able to lift this picture out of the realm of glorious fancy and rebuild it in timber and stone. This thing never was made of solid substance. It could not have been.

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THE FIGMENT OF DREAMS.

The mist was laced over the palaces like a fine figment of dreams. A sportive giant had come up out of the bay and had been busy blowing huge soap bubbles. I suppose in the language which knows the limitation of size and substance they are the semi-spherical domes of the eight exposition palaces of the central group. To me they will always be Gargantuan soap bubbles, joyously blown.

Dominating the picture is a tower—a tower so huge and of such rank, exotic fancy that it surely must have been conjured out of some child's fairy tale. Here and there are lesser towers. They are no less chromatic and no less the creations of a runaway fancy than the larger one. To the west, blocked out neatly like a Noah's Ark town, are the widely-varied buildings of the State and foreign pavilion area. To the south is the gaudy concession area—a calliope blast in paint and stucco.

Did you ever hear one of those frantic and dissonant operas of Southern Italy and marvel at the astonishing unity and harmony of the clashing themes? You get somewhat the same impression in clattering down the hill on the old cable car and entering the exposition grounds. The blending of far-fetched colors and motifs is not only daring, but foolhardy. And yet, in the entire picture, there is no incongruity, nothing grotesque, nothing ill adapted. And, best of all, the whole thing appears as a natural and inevitable expression of the old California—California before the invasion of the Philistines.

Jules Guerin browsed around the Orient a lot and painted pictures in many colorful climes before he began work as the master colorist of the exposition. George Kelham and the other architects associated with him in the work happened to be mighty fanciful chaps. So, altogether, they had a delightful time planning a city which would make the enchanted city of Camelot look like a tank town.

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AN APOTHEOSIS OF PASTRY.

First of all, they conjured up a gorgeous revival of the best works of the French renaissance for the buildings of the South Gardens along the south side of the site. The Palace of Horticulture, dominated by a huge glass dome—larger than St. Peter's, by the way—looks like a glorious apotheosis of French pastry. It has a phalanx of caryatides clear around the base, huge stucco bouquets, festoons, obelisks, classic figures—in fact, if there is any French renaissance that isn't there, the architects missed a bet. And yet, and here is the miracle, the thing is incomparably joyous and beautiful.

Festival Hall, the Press Building and several minor structures of this area are of the same style of architecture. The landscape gardening in this vicinity is in conformity with the same happy scheme of things.

Then there is a sudden leap across the Avenue of Palms to Italian traditions. The four minor towers are elaborately and riotously decked in the gay pigments of Allesandria. Green, red, salmon pink, blue and buff nestle together as comfortably as if they had been born that way. Botticelli cherubs in low relief festoon the Courts of Palms and Flowers.

The interior courts—the Court of the Four Seasons, the Court of the Universe and the Court of Abundance—show a blending of classic, renaissance and modern themes, the last being, in the main, Italian. The northern avenue, or "Marina," which looks out on the bay, is entirely Spanish and Moorish, the repeated facades of the four palaces fronting on this area being modified reproductions of the doorway of the old Salamanca Cathedral.

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THE ART OF IT.

There are two distinct features of interest revealed in even a casual survey of the art of the exposition—first, the before-mentioned blending of widely varied traditions, and, second, the subordination of all the themes of statuary and painting to something which is in a way analogous to the fixed genre of American art. It is a difficult thing to get into words, but it is definite enough when you see it.

This is best shown in the murals. The exposition brought from the East ten or a dozen of the most distinguished American mural painters to do the huge murals for the interior of the great arches and courts. Among them were Childe Hassam, William de Leftwich Dodge, William Simmons and Frank Bancroft. Frank Brangwyn, the distinguished London mural artist, also contributed. Each of these artists has a very distinct individuality. Yet, when these men came to San Francisco to do their work in conformity with the exposition setting, their brushes seemed to catch the color and rhythm of the general scheme to the subordination of everything else. From the cautious viewpoint of one who not only knows nothing of art, but does not even suspect anything, it does not appear that any of these murals constitute a great and permanent contribution to the art of the world. And yet they are apt, illustrative, colorful, buoyant and semi-barbaric. The exposition has written itself into every line of them. Even the fact that they are naively literal in their symbolism seems quite appropriate. A man who had much to do with the artists explained this to me.

"You see," he said, "when these chaps came here to paint their pictures, they were immediately seized upon by all the fashionable clubs, and they were wined and dined extensively. Every moment of their spare time was spent in communion, not with their Attic deities, but with the pagan gods of the old San Francisco. They found themselves painting as San Franciscans—not as academicians."

I realized this as I looked at the murals, which are already in place. Dodge did two huge strips for the great arch at the west side of the Central Court of the Universe. One panel shows the pioneers leaving their New England homes for the West, and the other shows their arrival in California. The pioneers are tripping gaily across the plains, and at any moment you expect to see them stop to do the "fox trot." There is a buoyant and fantastic sweep of color and line, more suggestive of the prismatic drinks and the carefree jinks of the Bohemian Club than of the grim rigors of the pioneer days. Holloway, in a group of murals for the Court of the Four Seasons, also shows that he was in sway to California, quite properly, of course, when he painted them. The figures are complacent and self-sufficient and carefree, and the setting is golden and bountiful. The same general characterization applies to the other murals.

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JOYOUS STATUARY.

The hundreds of groups of statuary show the same wide range of artistic antecedents and the same blending in the general scheme. Here you see the "joyousness of the fair" again. There is none of the grim, somber note of the conquering of the wilderness, none of the struggles of the early, crude democracy, none of the meditative vastness of the wide West. The group, "The Nations of the West," topping the western arch of the Court of the Universe, shows pioneers of many nations grouped in front of a prairie schooner, topped by symbolical figures, "The Spirit of Enterprise," horses and riders are fantastically caparisoned, and, while the group is excellent from the viewpoint of composition, it conveys the full realization and fulfillment of the struggle rather than its desperate hardships.

About fifty sculptors, many of national and international reputation, have contributed to the statuary. While the themes are as varied as the statues themselves a prevailing note is consistently joyous. The low relief children, by Edith Woodman Burrows, are as happy and carefree as children of the paintings of Greuze. The soldiers and philosophers and knights in the gaudy Tower of Jewels are courtly and benign. The pioneers at the entrance to the Court of the Universe is decked out in trappings which would be the envy of a Spanish cavalier. The four symbolical figures of earth, air, fire and water gracing the main central lagoon have an unstable and sportive look, as if they were about to plunge into the placid water beneath them, and yet with all this there is no sacrifice of dignity, no incongruity and no deference to the commonplace.

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A DIM CITY.

Twenty-two months ago the land which has been rescued from the bay had a depth of from ten to forty feet of water, and now from the two-mile front, which extends along the shores of the bay to the Presidio on one side and the fortifications of Ft. Mason on the other, it is a garden of trees and flowers, a city of fantasy. It is the vivid realization of vague dreams. A dim city, with towers of ruby, amethyst and emerald wrapped in mist, or a city of the flashing white of sunshine and the glitter of gilt domes, softened by the fog that rolls in from the sea. Surely this is the land of illusions, and yet it is real.

Standing in the center of the Court of Abundance, amid palms and flowers, and surrounded by stately ivory-tinted colonnades, exquisite statuary and the delicate mural paintings, I thought of want and waste and devastation; this is reality; this is hope and beauty, and more—it is realization that life and love and the good will of men are all that they might be. It is—when you stand in the center of the Court of Abundance. And there is no discontent in the fair city, nor in all San Francisco for a true Californian, for one carries the thought of the fair with one in the recess of one's mind, to be brought forward at will and with the keen delight of a child who keeps a joyous secret. You know the sensation—"what is it that is making me happy?"

For myself I know it to be true, and I believe of every San Franciscan that wherever he may be his heart is in the fair grounds. He says with pride: "This is my city."

With what pride and hospitality we shall greet the world! And with, I fear, what a gracious show of condescension how our heads toss at the thought of displaying the natural wonders of California! And as for the stupendous and successful labor of the organization, I shall simply lower my head and smile humbly, as being the best way to conceal my pride.

Have you felt regret that satiety comes with complete satisfaction of the senses? Then go into the Court of the Four Seasons and learn, as I did, that appetites are renewed as soon as they are satisfied, and that sensuous delight lasts forever. The eyes can feast and linger upon the beauties of this garden and the buildings that surround it endlessly, and so perfectly are the colors handled that every glance is a fresh delight and welcome even to eyes that are tired of delight or dimmed by the lack of it.

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THE WONDER OF THE COLORS.

The colors! What a world of wonder is there! The buildings are of an old ivory tint, colored after the famous Travertine marble, and there is French green for garden lattices, deep cerulean blue for recessed panels and vaulted ceilings, a soft red-brown for the background of colonnades, golden burnt-orange for domes and moldings, gold for statuary, and verde-antique for urns and vases.

And the South Gardens, with the placid, shimmering lagoon; they are the final interpretation of Mozart—fanciful, delicate, majestic; that is what they meant to me on a starlit night with no sound save the music in my heart. Music and color; those are the strongest impressions that I receive, and a profound sense of peace, which is induced by the perfect form and architecture; although as I write I feel that a joyous vitality is the heart and soul of the fair. Oh, the swing of it! The sense of ownership, of, yes, worldly wealth that one feels as one enters the grounds!

Indeed, there are many states of mind to be adduced from an intimate acquaintance with the fair. No one can visit it without feeling its influence, and no one can disregard that influence nor be quite the same after having felt it. Here is a problem for the egoists. But not a disheartening one; I know, because I am one myself, and the horror of self-annihilation is plentifully compensated for in the thought of one's tremendous potentialities, which surely it requires but a new phase of emotion to stir and develop.

You have dreamed of being a child again and of all the joy and lightheartedness that is a part of childhood; of the games and the thrills and the rush of sensation; but to be a child again is to give up too much; for me, at least, it is too much to give up the rapture of being a woman.

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THE AMUSEMENT STREET.

Imagine, then, the delight of being both a child and a grown-up; that is what you will be when you go into "The Zone." The main amusement street of the exposition is called "The Zone," extending one mile east from the Fillmore-street entrance. All the old favorites of the midway of various expositions are there, heightened and amplified, to be sure, by the same sybaritic freedom of color and design which characterizes the main exposition palaces. As a concession to the bourgeois artistic standards, and as a marked departure, undoubtedly wise, from the elusive symbolism of the exposition statuary, a gaudy stucco statue of Uncle Sam stands benignly at the head of the street; there is an ostrich farm and an alligator farm, reproductions of Yellowstone Park and the Grand Canyon of Arizona, Toyland, Japanese and Chinese tea gardens, "Creation," the famed old battle of Gettysburg, a merry-go-round, given the fantastic name of "Carousels;" scenic railways, the Old Mill—in short, all the loved instruments and agencies of the happy, low-browed American democracy at play.

San Francisco has begun setting its house in order for the exposition in quite a characteristic San Francisco way. About a year and a half ago the Puritan element of the city came into a sudden ascendency and stirred up a hubbub which resulted in the abolition of dancing in the Barbary Coast cafes. At the time there was a suspicion that the said vice bounds had been used by the proprietors of the downtown cafes, who wanted a monopoly of the exposition gaiety. Whether this base suspicion is true or not, the present Police Commission has decided upon a more generous apportionment of the fruits of wickedness. The new head of the Police Commission has decided upon what he cautiously terms "a somewhat liberal policy." At any rate, marked undulations, even a decided tilting of the lid is beginning to appear, and it seems quite a safe bet that in 1915 San Francisco will show some of the beloved recklessness of the loved old pagan city of the Argonauts.

JEANNE REDMAN.

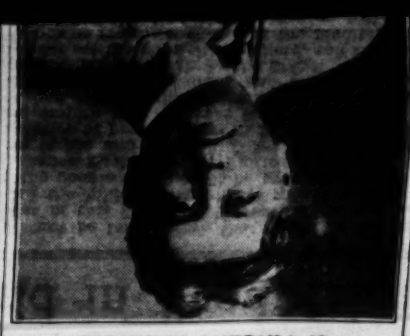
California's Poultry Industry

The poultry industry has been successfully carried on in all parts of California, but in Los Angeles, Orange, Sonoma, Santa Clara, Merced, Sacramento, Colusa, Humboldt, San Benito and Inyo counties, and to a less extent in some others, the latest scientific methods are generally practiced with gratifying results. The industry is constantly extending, as the demand for poultry products greatly exceeds the home supply. Turkey farming, as it is called, is supply. Hatching by incubators prevails generally. The largest incubator in the world is in Petaluma, and turns out about 100,000 chicks per month, and runs to full capacity most of the year.

A ranch which has recently been started in Inyo county, with 400 acres and 12,000 laying hens selected from Petaluma and from Monroe, N. Y., is an enterprise that is bidding for patronage, and with its 200,000 incubator capacity and favorable climatic conditions, will do a large part in supplying the demand, especially for eggs and baby chicks. Next to Petaluma, the Van Nuys poultry district in the San Fernando Valley is taking the lead in the State.

The average chicken ranch in the State consists of about five acres, upon which are placed 500 to 3000 hens. There are, of course, quite a number of larger ranches which maintain 5000 to 30,000 chickens. A person should have from $3000 to $5000 to equip a chicken ranch and get ready for a profitable business. In case of renting, however, about $1500 is needed to start the prospective poultryman. The average profit on each hen is about $1 per year.

Notwithstanding the remarkable development of the poultry business at Petaluma and other places, the increase is not sufficient to meet the demands of the immediate market. The rapidly-expanding population of the State requires the importation in season of some 425 carloads of live and seventy-five carloads of dressed poultry to Los Angeles and San Francisco, besides several million dozen eggs each year.



J. VINCENT HANNON.

LYNN S. ATKINSON.

Los Angeles has some exceedingly live and wideawake business men who have been prominent factors in the growth and general development of this interesting city of opportunities; men whose activities have brought out resources that for a long time had lain latent. Los Angeles is at the present time enjoying the beneficent results won by such men, and the subject of this sketch, Lynn S. Atkinson, General contractor, is a fitting example of what pluck, perseverance and close attention to duty can do when coupled with a mind capable of grasping the opportunities of life as they appear.

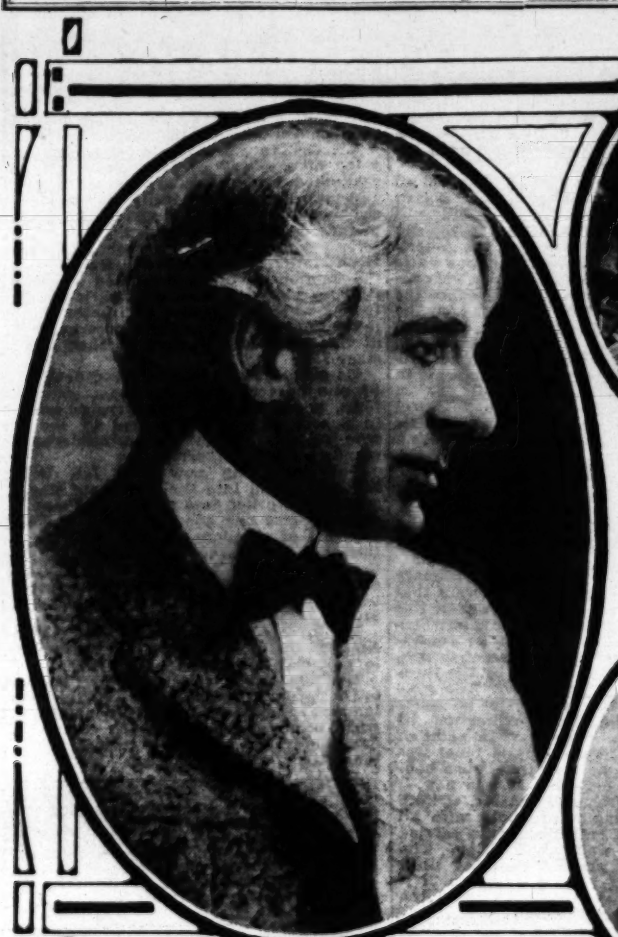
Mr. Atkinson has recently closed a contract with the city of Los Angeles through the City Council for the lowering of the grade of the Broadway tunnel and for making the necessary change in grade of adjacent streets.

MASTERPIECE FILMS ALLIANCE PROGRAM MASTERPIECE FILMS

The Masterpiece Film Manufacturing Co.

Has Purchased the Film Rights in

Popular People in Film World.



Spottiswoode Aitken, Under personal direction of D. W. Griffith.

Marie Walcamp, Leading Lady, 101 Bison, Universal Film Co.

Henry McRae, Director, 101 Bison, Universal Film Co.

Mack Sennett, V.P. and Gen. Managing Director, Keystone Film Co. Original Organizer

Albuquerque Film Manufacturing Co., Inc.

G. P. HAMILTON, President and General Manager.

MISS DORATHEA FARLEY, Leading Woman.

Just as much careful engineering is necessary in the proper guidance of a film manufacturing company as in any other great industry, and the motion-picture business being the third largest in the world today speaks volumes for the pioneers of the film interests.

G. P. Hamilton, president of the Albuquerque Film Manufacturing Company, Inc., is surely a pioneer; his experience dates back almost nineteen years. He has followed the photoplay profession and become master of all its angles and intricacies, a mastery developed through his connections with the Eddolscope, the very first projecting machine company to handle motion pictures in the United States, then the Biograph, then the Essanay, the American, St. Louis Motion Picture Company, and last, but by far not the least, the Albuquerque Film Manufacturing Company, Inc., whose destinies he has in his power.

This last company was incorporated in Albuquerque, N. M., about one year ago, and has made rapid strides towards the top. Mr. Hamilton's ability to make friends because of honest dealings has brought him many earnest supporters and success. The products of the Albuquerque Film Manufacturing Company, which are being handled through the United Motion Picture Producers of New York, under the personal direction of Ludwig G. B. Erb, president, and Gilbert P. Hamilton, vice-president, who release through the Warner's Features, Inc., give reputable history and prestige to motion-picture productions made in California.

Mr. Hamilton has associated with his company such talented people as Dorathea Farley, that wonderful versatile and clever writer, who, the critics say, stands in a class by herself as one of the real stars of filmdom. She has the power to make her audiences laugh or cry as she wills, and her splendid personality has won for her the enviable title of the "Good Samaritan" and the smile of friendship and welcome that never wears off, these being valuable assets and most substantial proof of her success.

Archer McMackin, who has been associated in the photoplay world for a long time as editor and director of the Essanay and other companies, is handling the farce comedy department most ably. His production, "Reuben's Busy Day," was released November 12, 1914. It is one of the cleverest of comedies and crowded with laughs, the best that he has so far produced.

Two 1000-foot pictures, one comedy and one comedy drama, are being produced by the Albuquerque Company each week.

THE BOBRICK CHEMICAL COMPANY.

Los Angeles manufacturers, inspired by a spirit of progressiveness that has never been surpassed, have not been content with invading nearly every field of industrial endeavor, but, in many instances, have invented or evolved articles to appeal to the public and perform better service than the commodities displaced.

Perhaps no firm has prospered more, given more real satisfaction to a host of patrons, or established a brighter reputation for the quality of its products than the Bobrick Chemical Company. This concern manufactures many varieties of household chemicals and toilet preparations, which have established themselves in homes and offices so firmly that there is small prospect of their ever being supplanted. The most noted product of the Bobrick Chemical Company, however, is Sop-O-zoN, which has become practically a necessity in the homes as well as in offices, public buildings, banks, hotels, schools, etc.

Sop-O-zoN is a liquid toilet soap dispensed from handsomely finished, automatically feeding dispensers, fastened to the wall above the wash basin or on the wash basin itself. Its cleansing properties are unsurpassed and its sanitation is a commendation that has done much to create the ever-increasing demand. The user of Sop-O-zoN does not handle the soap, as in the case of hard soaps. The Dispenser delivers into the palm of the hand the desired quantity without touching the supply, and, for this reason many physicians use Sop-O-zoN exclusively, and advise its use everywhere. Sop-O-zoN is more easily accessible than soap, always ready, and always pure to the last drop. It is sold in bottles, tin cans and steel drums of all sizes. The drums are furnished principally to large consumers in this city and to hotels, schools, and public buildings throughout the country.

A considerable force of men and women is in constant employment at the plant of the company, located at Nos. 111-117 South Garey street. The plant is the largest, most efficient, and most modern of its kind in this country, and is rushed to its full capacity to fill the orders of the rapidly growing demand.

The officers are all men of energy and ability.

G. A. Bobrick, an expert Chemical Engineer with an international reputation, is president. Mr. Bobrick is better known to the scientific world as the inventor of the process for the liquefaction of gases by Adiabatic Expansion.

Dr. West Hughes is vice-president and R. R. Coleman secretary.

All orders and inquiries by mail or phone receive prompt attention.

THOMAS H. INCE

PRESENTS

The Wrath of the Gods
The Typhoon
The Bargain
—with W. S. Hart.

COMING:

The Italian
—with George Beban.

On the Night-Stage
—with Robert Edeson, W. S. Hart and Rhea Mitchell.

IN PREPARATION:

The Cup of Life
—with Bessie Barriscale.

Coming Year of Joy in Happy Los Angeles County

ENTERTAINING CENTER.

LOS ANGELES, always beautiful, always entertaining, continually growing and developing, is stretching out her hands in cordial welcome to the people of other States and nations. The pivotal point on the great travel lane between the expositions, it is the center of attraction and entertainment in the greatest programme ever arranged by any State or community. With all California prepared to greet a host of visitors this year, there is spread out before her guests a stupendous array of attractions, many of them strikingly new and all interesting. Los Angeles county, the richest in the State, leader in the wonderful progress that has made California famous the world over, has not only appropriated large sums of money to aid the expositions, but has arranged a whole year's programme if its own.

Here, where the land is endowed with fertile soil, all-year sunshine and plenty of water, the efforts of its people to develop its resources have produced a beautiful, prosperous garden county, an empire of enormous crops, big factory production and rapidly-increasing population. With Los Angeles, the metropolis of the West, as its central point, the entire county is a show place of rare interest. Without a single special attraction, it would draw and hold visitors as potently as the greatest exposition ever presented. But added to its multitude of beautiful and interesting features will be flower shows, carnivals and all sorts of entertainments, typifying the Southland at its best and adding new glories to a playground already made famous by the hundreds of thousands of people who have seen and enjoyed it.

• • •

TOURNAMENT OF ROSES.

When most of the country is covered with a blanket of snow, shivering in the bleak winter winds on New Year's Day, Pasadena opens the county's 1915 entertainment programme with her Tournament of Roses today. Miles of beautiful floats decorated with cartloads of beautiful blossoms pass through streets that for the occasion are floral bowers. The Tournament of Roses is an annual event for Pasadena and one that has spread the fame of that city far and wide, but this year's spectacle is bigger, more elaborate and more beautiful by far than any that have preceded it. A score of other cities have joined with Pasadena to make it so. Though it is midwinter there will be roses without end, and the floats will be gorgeously fashioned and decorated to show them off at their best.

• • •

FLOWER SHOW.

A flower and land show in Los Angeles, to continue for several weeks, will reflect the horticultural and agricultural possibilities of Southern California. The Los Angeles County Horticultural Society and other organizations are arranging an exhibit on broader lines and a bigger scale than ever before attempted here. Nowhere in the world do roses and other flowers attain superior form or color to those of Southern California, and an exhibition of great numbers of roses will be one of the conspicuous features of the show. Southern California native flowers of rare beauty and great variety will be shown in abundance interspersed with beautiful trees and shrubs that thrive here. Fruit and nut trees and all the interesting products of the Southland will be shown.

Supplementing the big central flower show are the hundreds of beautiful private gardens scattered throughout the county. In this climate where flowers bloom every day in the year the possibilities of garden building are unlimited. The grounds of the wealthy residents are great park gardens that reveal a wealth of horticultural beauties. As Southern California roses excel all others, so do Southern California rose gardens. Some of the larger private gardens have from one acre to five acres of choice tea and hybrid tea roses. Nearly all of them are open to visitors on specified days. No less interesting are the gardens adjoining the smaller homes. There is many a rose garden containing fifty to 150 fine bushes, including imported novelties and recent local introductions in the back yard of a property whose total value does not exceed $5000. These can be found in almost every residence district in the county. The big nurserymen will also maintain elaborate displays through the year. One at Montebello covers several hundred acres, forty-two acres of which are in roses.

• • •

WHEN FLEET IS HERE.

During March when President Wilson is here with the officers and men of the fleet a great celebration will be held at the Stadium. Wild West riders and cowboys will give a typical Southwest exhibition and a series of athletic contests will be held. Later on the Stadium grounds five motion-picture companies will join in a production that will graphically show how films are being made in Los Angeles, which produces more than all the rest of the country combined.

• • •

MAY TIME FIESTA.

Los Angeles county is spending $100,000 for beautifying the county and planting seeds and flowers. This beautification theme will be centralized in a great fiesta beginning May Day and continuing a week or more. There will be sunshine and flowers, parades and pageants and miles of rose-lined boulevards. One of the big features of the fiesta will be a rodeo, in which hundreds of the best riders in the West will show their skill showing "all that the old West was, all that the new West is."

The story of the Golden West will be told in a monster parade that will open the festivities. This parade will be repeated later in the week with variations. A Fairyland parade of school children, parades of automobiles, decorated floats, rose-covered carriages and other parades will be given daily during the fiesta. A pageant of the States and nations and gorgeous night parades with novel electrical effects have also been arranged. A patriotic pageant for school children with 25,000 or more participating has been arranged for June 24 and 25, when four conventions will be in session in Los Angeles—the National Association of Real Estate Exchanges, the National Editorial Association, the National Federation of Musical Clubs and Baraca-Philathea.

During the Elks' convention, July 11 to 17, another floral parade will be held. This will include many of the floats of the Tournament of Roses and other flower parades held early in the year. The Elks' convention here, it is predicted, will be the largest ever held by that organization. The entire week will be crowded with entertainments, including parades and night carnivals. A "Queen of the Carnival" will be chosen by the various fraternal organizations represented in Los Angeles.

• • •

THE OLD SOUTHWEST.

The history of the old Southwest will be told in an elaborate pageant that is being planned for July, beginning the 2nd and continuing with intermission to the 17th. This will be a spectacular, historical, western pageant with scenery, costumes and several hundred participants, including cowboys, Indians, Mexicans and soldiers. This will present in a succession of rapidly-moving events the important periods of Southern California from the days when the early padres established their first missions to the present time of modern structures and enormous agricultural and industrial development.

Nowhere else in the United States does the spirit of romance linger so impressively as in the Southwest. The influence of the early mission days still obtains, and dotted about here and there in California and Arizona are the rambling adobe buildings, many of them in a good state of preservation and every one interesting, not only for their associations, but for the distinctive type of architecture. When the Franciscan friars first came across the mountain ranges that border Los Angeles county they beheld the smiling San Fernando Valley. No white man was here. Indians inhabited the plains and hills, but the padres were the vanguard of civilization. They established a mission where San Fernando city was later built and other missions beyond.

Now San Fernando Valley has developed into one of the richest agricultural regions in the country. It extends to the gates of the city of Los Angeles, and is about to be annexed by it. The towering mountains over which the padres struggled have been pierced by a great pipe line built by the city of Los Angeles at a cost of $25,000,000 to bring the waters of the snow-capped mountains beyond. The hand of man has wonderfully transformed the country, but the old mission still stands with its atmosphere of mystery and romance. In the pageant of the Old Southwest it will be the purpose to portray as graphically as may be something of this history, how Southern California has undergone the changes of a century, what it was, what it is, and what it is destined to be.

• • •

ELECTRICAL PARADES.

Time, money and artistic ability have been used without stint in preparing a great electrical pageant—Queen Flora, a Feast of Flowers. The subjects of some of the more elaborate floats are: America, California, Snowdrop and Crocus, Tulip, Peony, Hybiscus, Bluebell, A Native Son, Queen Flora, Violet, Rose, Evening Primrose, Magnolia, Sunflower and Forget-me-not. Months have already been spent in building the floats and electrical devices that go with them. It is intended to give the first parade the evening that President Wilson is here in March and to repeat the exhibition throughout the year on occasions when distinguished visitors are here or when there are several big conventions.

• • •

THE 1915 COMMITTEE.

Much of the preparation for the year has been under the direction of the 1915 General Committee appointed at the suggestion of Mayor Rose of Los Angeles and the Los Angeles Chamber of Commerce. It was appointed at a meeting of the Chamber of Commerce, County Board of Supervisors, City Council, Merchants' and Manufacturers' Association and Convention League. The General Committee is composed of 150 members divided into many subcommittees. None of the officers or committeemen have received any compensation, and office-room has been provided by the Chamber of Commerce. The funds, several hundred thousand dollars, were raised by a county tax over a period of two years.

The subcommittees have virtually completed their work. One has attended to the beautification of the city of Los Angeles, another of the county roads. The parks have been beautified with flowers and new buildings. Prizes have been offered to individual gardeners, to school children and others, the intention being to make the entire county a floral show.

• • •

CITY GARDEN SOLDIERS.

As their part of the work of preparation the school children of Los Angeles county, 50,000 strong, have organized as City Garden Soldiers. Their work has been encouraged and aided by the Board of Education, Parent-Teacher Association and the 1915 Committee, the latter offering substantial prizes for best results.

The school gardens of Los Angeles, as a result, are models of neatness and efficiency. The children are learning how to make the soil produce, how and when to plant crops and how to get the greatest yield. Aside from this work on school grounds every city garden soldier is encouraged as a part of his work and with the hope of winning prizes to plant trees and flowers at home. The school children of Los Angeles county planted 500,000 rose bushes and other plants in 1914. Thousands of door yards and gardens have been improved and beautified by them. Their work will show for itself at school and at home, and they will appear in a great parade in the streets of Los Angeles.

• • •

SCENIC DRIVES.

There are scenic drives enough radiating from Los Angeles to keep one alertly interested for weeks. The 1915 Committee is arranging to classify the best of these routes so that visitors can see them most effectively. Los Angeles highways are unexcelled. They are wide and smoothly paved and lead from ocean to valley, though canyons and over mountains. They afford a wide range of scenery and have been artistically laid out with a view to presenting pleasant surprises at the turns. The drives can be so arranged that it is not necessary to cover the same stretch of road twice. Almost every drive can be converted into a belt-line round trip. They vary in distance from twenty to eighty miles, and the longest, even those that traverse mountainous territory, can be comfortably covered in a day's trip from Los Angeles.

C. F. HAYDEN.

World-beating Facts.

Los Angeles county has the largest orange grove in the world.

The biggest olive grove in the world is in Los Angeles county within a short distance of Los Angeles in San Fernando Valley.

Los Angeles county is the richest county in the United States in point of value of farm property and the value of its crops.

Los Angeles has more money invested in good roads than any other county in the country, and its highway system is excelled by no other. Two hundred miles of county boulevards have been lined with rose bushes on trellises.

Los Angeles has grown more rapidly than any other city in the United States. It has a population of 550,000, and the value of its property is almost a billion dollars. Thousands of palms have been set in the city streets in the 1915 beautifying plan.

A great stadium has been secured for 1915, where continuous entertainment for visitors will be furnished.

Los Angeles has more school children engaged in practical horticulture than any other city in the United States.

Hotel men of Los Angeles and other cities have organized to prevent all forms of extortion during 1915.

Birth of American Opera.

More than 25,000 visiting musicians from all parts of the world will be present in Los Angeles next summer at the birth of distinctive, recognized American opera. Ten thousand dollars has been offered as a prize, and the opera selected will have its first presentation here during the convention of the National Federation of Musical Clubs.

It has been arranged by the federation that a prize of $10,000 shall be offered every four years as a stimulus to able writers to improve and keep to a high standard American operatic productions. Not only the first prize winner, but succeeding ones, will be launched in Los Angeles.

Los Angeles has come to the front as a musical center in the past few years. The gathering of so many thousands of the leaders of musical thought of the world and the initial production of an American composition will be an important epoch not only for this locality, but for all the country.

Two Solitudes.

Greasewood, cactus, sand and bunch grass, gray brown plains, stretching to immeasurable distances, broken here and there by ragged ranges of hopeless bewildered hills; a sky like an immense scooped-out crystal of copper sulphate from which the sun glares fiercely, a white hot bead of metal in an alchemist's crucible; spirals of superheated air gyrating in the stillness of the noon hour. A lone prospector with his patient burro train, a buzzard soaring on motionless wing, a snake hidden in the brush, a lizzard swift and silent, starting out of the nowhere and vanishing into the no-whither. Here is the solitude of nature.

Crowded streets, the noise and confusion of city traffic, a surging, ceaseless roar of trolley cars, automobiles, motor trucks and freight wagons, everywhere the evidences of restless, feverish human activity. And in the strife and the joy, the frets and laughter of it all, a man, without an occupation, without a friend, without an aim or an ambition, behind the gray plains of wasted opportunities, before the bewildered hills of despair; a man from nowhere proceeding no-whither. The desert prospector, searching for something, whistles as he trudges along; the city solitary stares dumbly at his feet, expecting, finding nothing. His is the solitude to shun—the solitude of the soul.

Barometer of Good Business.

If the iron and steel trade is "the barometer of business," as has so often been said, the indications are at present most hopeful. Word comes from Pittsburgh, the center of the largest metal district of the country, that pig iron buying has been exceptionally active of late. Heavy purchases have been made during the last few weeks, at varying prices. A notable feature is the variety of uses to which the material will be put. Makers of pipe and foundry iron, sanitary ware and radiators, malleable and other fittings for cars and the like and rolling mills, turning out plates, rails and other products, are among the concerns calling for increased supplies, and preparing for filling large orders. The aggregate effect must be to give marked stimulus to iron and steel-making and other lines of business.

One Town's Growth.

Fullerton gives evidence of how rapidly California towns grow in prosperity by its increase in carload shipments for 1914 up to November 10, over the same months of 1913. The total shipments for the latter year were 809 carloads, but for 1914 they were 1177. The chief increase was in oranges, from 611 to 901 carloads, and walnuts from 51 to 66.

LYNN S. ATKINSON.

Los Angeles has some exceedingly live and wideawake business men who have been prominent factors in the growth and general development of this interesting city of opportunities; men whose activities have brought out resources that for a long time had lain latent. Los Angeles is at the present time enjoying the beneficent results won by such men, and the subject of this sketch, Lynn S. Atkinson, general contractor, is a fitting example of what pluck, perseverance and close attention to duty can do when coupled with a mind capable of grasping the opportunities of life as they appear.

Mr. Atkinson has recently closed a contract with the city of Los Angeles through the City Council for the lowering of the grade of the Broadway tunnel and for making the necessary change in grade of adjacent streets.

For months this project has been before the various interests, and now the contract has been duly signed, the materials have been ordered, and the contractor is going ahead with the work.

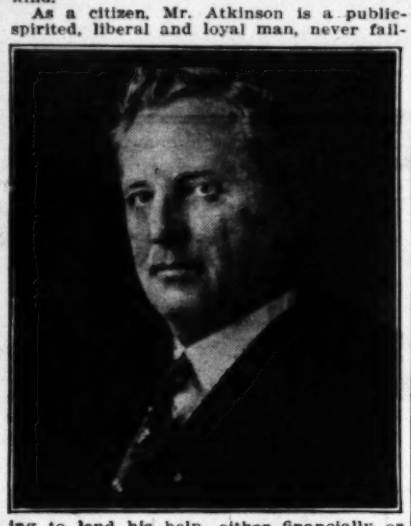
The congested street conditions in the north end have discouraged improvement of business property and inconvenienced travel in and out of the city's principal shopping street. This great project, when completed, not only will add value to property assessed, but will benefit the entire city and adjacent districts.

Mr. Atkinson's work will provide a traffic-grade connection with Sunset boulevard, so that traffic may pour through the Broadway tunnel into the heart of the city.

The contract price for the tunnel work was $184,800. The proposed improvements will require a cut of twenty feet at the apex of the grade in the tunnel and a cut of fourteen feet on Broadway at the intersection of California street, and will necessitate the regrading of California street between Broadway and Hill street. There will also be a six-foot fill at the northerly end of the tunnel, to connect with the new grade of Sunset boulevard, and North Broadway's grade will be raised as far north as Ord street, where it will run out to the present level.

It is through handling such extensive contracts that Lynn S. Atkinson has established such a splendid and substantial prestige as a contractor of experience and ability. When he takes a contract for street work or public improvement, it means that the work will be handled efficiently and along representative lines. He is a man of ability who is thoroughly familiar and in personal touch with the minute details of engineering and heavy contract work of this kind.

As a citizen, Mr. Atkinson is a public-spirited, liberal and loyal man, never failing to lend his help, either financially or personally, to all enterprises that might be of benefit to the people at large. He is popular among those who know him, and has lots of friends all over California.

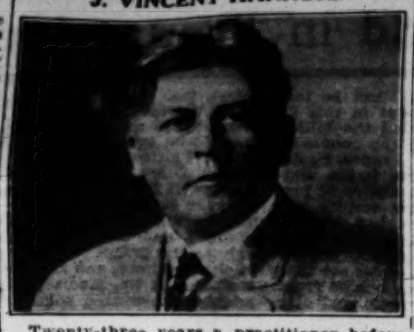


He is now engaged in building thirty miles of State Highway in Kern county, involving an expenditure of over $300,000. One section of twelve and one-half miles long in Northern Kern county was completed in shorter time than any other highway work in the State. His other contract for seventeen and one-half miles of State Highway in Southern Kern county extends from the foot of the mountains to within twelve miles of Bakersfield, across a sandy desert, and involves more than ordinary construction problems encountered in road building. In order to handle the necessary material for this section of desert road, Mr. Atkinson is now building a narrow-gauge railroad, and expects to complete this section of highway, regardless of the desert difficulties, by next July. When this difficult section of highway work was advertised, Mr. Atkinson was the only bidder, receiving $44,000 more than the Highway Engineer originally estimated.

Mr. Atkinson maintains commodious and convenient offices at 917-918 Los Angeles Investment building, where he formulates plans and prepares bids and estimates for his extensive contracts. He is ably assisted by a competent staff of engineers and office men, draughtsmen and clerks, while his outside superintendents give all work personal attention, everything being subject to the approval and personal inspection and supervision of Mr. Atkinson, who is always "on the job."

Lynn S. Atkinson has always taken an active interest in the general progress and substantial developments that have had much to do with making Los Angeles the important city it is today — the real metropolis of this picturesque Southwest. He is one of the workers whose name will be in a semi-historical manner among those of the upbuilders who helped make possible Los Angeles, a city of one million people.

J. VINCENT HANNON.



Twenty-three years a practitioner before the local bar, J. Vincent Hannon has achieved an enviable reputation. He has been associated with the late Hon. Stephen M. White, William J. Variel and Hon. A. I. McCormick, being at present in partnership with Elmer R. McDowell, with offices in the Trust and Savings building, Sixth and Spring streets.

HOTEL STOWELL BUILDING.

One of the most modern and attractive of the many metropolitan improvements of the downtown district is the handsome Hotel Stowell, which has already become one of the popular hotels of Los Angeles under an able management.

This splendid structure is named after its owner, N. W. Stowell, a prominent capitalist and financier, who believes substantially in the present and future growth and development of Los Angeles as the metropolis of the Southwest.

The Hotel Stowell is located at Nos. 414-416-418 South Spring street. The handsome structure, with its beautiful facade and its metropolitan conveniences, is a representative "made-in-Southern California" exhibit in itself.

Mr. Stowell, being a believer in patronizing home industries exclusively, followed original ideas in the materials going into this building. The cement used in the great reinforced concrete frame came from Riverside. Patented hollow blocks made of gypsum plaster and prepared fibers and manufactured in Redlands were used for fireproofing around the columns and for the partitions. The enameled facing bricks were made by the Pacific Sewer Pipe Company of Los Angeles, of which Mr. Stowell is vice-president. The architectural terra cotta was made in Tropico. The beautiful tiles shown in the entrance and lobby were made in Pasadena, while the floor is of the well-known Grube tile, manufactured near Boston by the Batchelder Tile Company. The attractive marquise over the entrance and the metal appointments were made in Los Angeles.

The building is thirteen stories high and occupies ground space of 61x160. It contains 264 rooms on the eleven floors above the lobby, and the ground floor is devoted to hotel offices and two stores.

It is one of the handsomest of the 1914-built structures of Los Angeles, and most creditable to its owner, N. W. Stowell.

The hotel, which has been leased by the Panama Hotel Corporation for a term of years, is conducted upon a no-tipping basis, which is decidedly novel.

SUMMER AND WINTER CONDITIONS ARE PERFECT AT

Redondo Beach

Home building sites with the most beautiful views of ocean and mountains.

Redondo Improvement Co.

132 So. Pacific Avenue.
Redondo Beach, Cal.

The First National Bank

OF REDONDO

Capital Stock	$ 25,000.00
Surplus and Undivided Profits	12,000.00
Total Resources	252,400.00
Clearings for past year	2,500,000.00

OFFICERS

Marco H. Hellman, President.
Geo. H. Anderson, Cashier.
C. E. Perkins, Assistant Cashier.
Will J. Hess, Vice-President.
J. B. Mullen, Vice-President.

DIRECTORS.

Marco H. Hellman — Lewis Culler
S. Aronson — C. W. Grassel
J. B. Mullen, Will J. Hess, J. L. Schallert

MASTERPIECE FILMS — ALLIANCE PROGRAM — MASTERPIECE FILMS

The Masterpiece Film Manufacturing Co.

Has Purchased the Film Rights in

Twenty Great Plays and Novels

Such subjects as "THE HOOSIER SCHOOLMASTER," by Edward Eggleston, which has already been produced; "THE TRUTH WAGON," by Hayden Talbot; "JACK CHANTY," by Hulbert Footner; "LORD LOVELAND DISCOVERS AMERICA," by C. N. and A. M. Williamson.

Mr. Max Figman

Supported by Miss Lolita Robertson

Will Be Featured Exclusively in MASTERPIECE FILMS.

The company will produce nothing save the highest order of dramas and comedy dramas.

Under the Personal Direction of M. De La Parelle.
Elliott J. Clawson, Scenario Writer.

—HOME OFFICE—
1111 Van Nuys Building, Los Angeles, Cal.

—NEW YORK OFFICE—
Alliance Film Corporation, Leavitt Bldg., 11th Floor,
126 West 46th Street,
New York City.

MASTERPIECE FILMS — MASTERPIECE FILMS

The Billboard Question

The billboards in this country pay millions of dollars annually in wages and thousands of men support their families from this industry.

Billboards bring a large amount of money to Los Angeles from Eastern advertisers, that money is spent in this city for wages, material purchased, and rents.

Billboards pay an income on vacant property while it is not being used for any other purpose. In that way it helps property owners to pay their taxes.

Billboards supply a medium of advertising which cannot be replaced by any other form of advertising, that is constant reiteration which makes such products as Coca Cola, Quaker Oats, Lipton's Tea, Spearmint Gum and endless other commodities a by-word of the public.

Billboard advertising has made it possible for such commodities to build up a great business and employ a big army of workers.

No billboard has ever hurt any one, has ever ruined any one's reputation and is only building up business.

No fake advertising, no quack doctors, no indecent or objectionable advertising matter will be accepted on billboards.

Thousands of people in Los Angeles today are unable to get work, or support their families, and many suffer for the bare necessities of life.

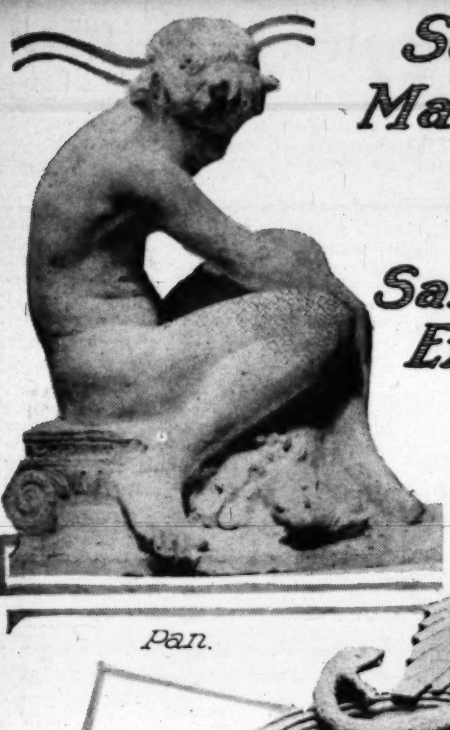
Why not build up industries and pay rolls in place of tearing them down?

Why not do constructive legislation in place of destructive legislation?

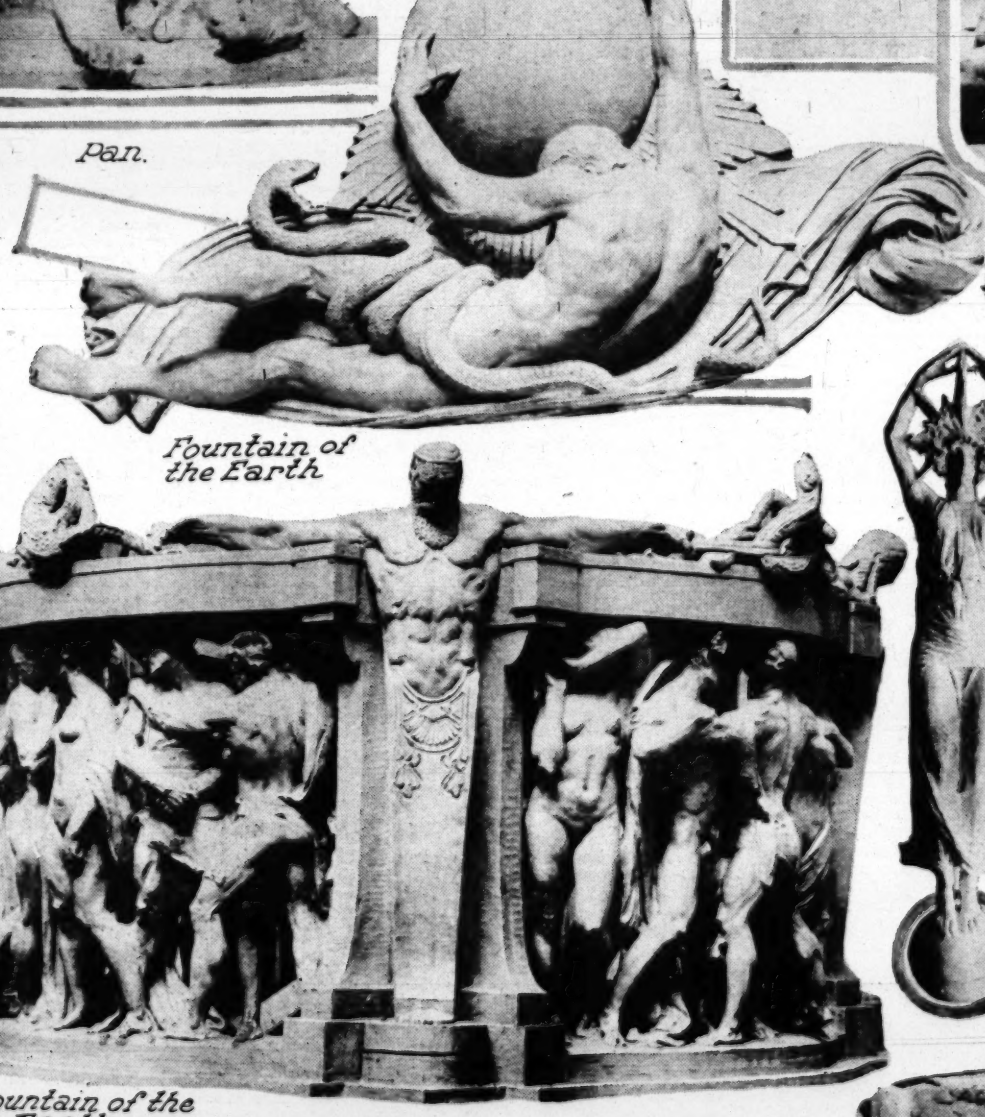
THOS. H. B. VARNEY.

Just California Girls—By Sarah Langley.

Sculptural Masterpieces that adorn San Francisco Exposition.



Pan.

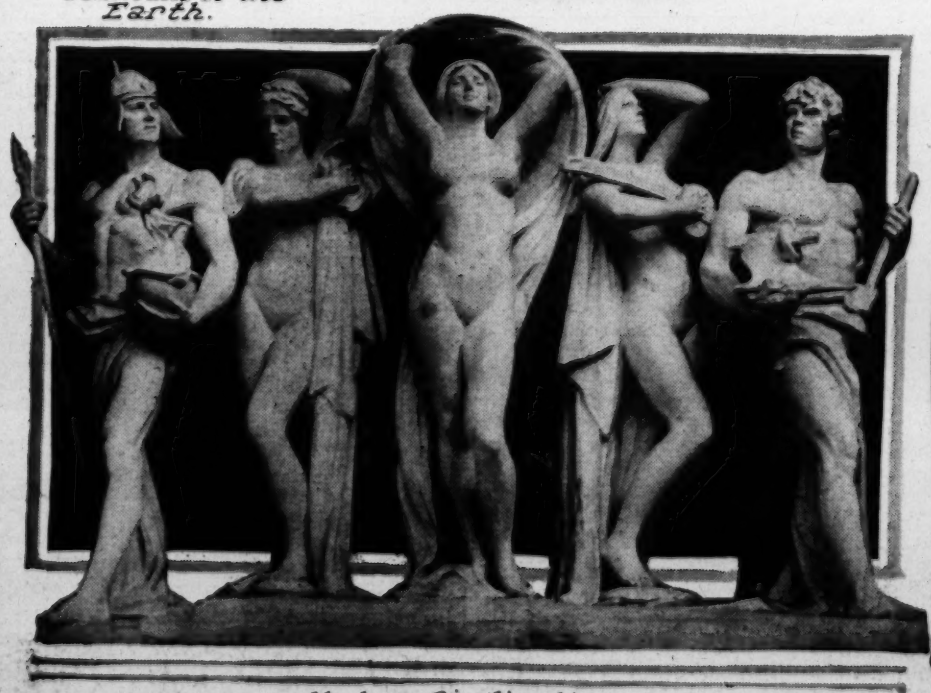


Fountain of the Earth

Fountain of the Earth.

Fountain of the Earth.

The Genius of Creation.



Modern Civilization

Fountain of the Rising Sun.

PACIFIC COAST BEEF AND PRODUCE COMPANY.

In her swift development California has overlooked many avenues of industry whereby enormous profits might be reaped and thousands of her citizens benefited. These oversights are being rapidly remedied in various lines, however, and the State is fast becoming independent through a diversity of products yielded for the consumption of her people and for shipment to ready markets. Probably the most striking instance of the State's dependence upon other communities for a necessity, and one for which there is absolutely no excuse, is the failure to raise stock enough to supply the demand of consumers.

There is no place in the Union where stock raising offers such [illegible]

Italian Vineyard Company

California Soon to Lead World in Production of Wines

California, an empire lying between the sullen silences of desert wastes and soft sea voices, has, in addition to its marvelous natural resources, which make all the world wonder, a diversity of agricultural products enjoyed by no other land. Its soil is so prolific in its yield that comparisons are not drawn with other States in the Union in measuring crops, outputs and possibilities, but are ranged alongside of the great nations of the earth when averages are computed and the establishment of records sought.

One of the industries of the State which is making tremendous strides and which soon is destined to overshadow all other activities in the Golden State is the wine industry, which already is a factor pertinent to the prosperity of vast communities and an important item in the upbuilding and progress of the State. While California leads the Union in grape production, yielding more than many nations, the culture here is yet in an inceptive stage, thousands upon thousands of virgin acres where the vine would thrive are lying undisturbed and opportunities for reaping profits of millions are slipping by.

Experts familiar with the subject have proved conclusively that the acreage in California adapted to the growing of wine grapes can be extended to the point of eventually producing as much or more wine than either France or Italy, a yield in excess of one billion gallons annually, which would bring a return of many millions of dollars.

The value of the industry to the State cannot be gainsaid, as few other soil-dependents bring such profit or contribute so heavily to the advancement of the section where they are grown. In Italy and France, in both countries of which there are more than a billion gallons of wine made yearly, it has been revealed that the making of wine has been for centuries a potential and substantial industry, employing a great number of workmen and establishing a reliable source of income amounting to many millions of dollars each year. In fact, the growing of wine grapes is coexistent with the history of the human race, and all of the leading nations of the various areas had grape culture as the principal toil for sustenance. Ancient Greece and Rome are two of the most striking examples of this fact.

It has also been clearly shown that the lowest percentage of drunkenness and crime, due to indulgence in intoxicating liquors, is to be found in the countries producing the most wine. On the other hand, the greatest prevalence of crime and drunkenness is in countries where wine is not manufactured.

This State, being the only one in the Union where wine comparable to that of Europe can be produced, has no domestic competition in the making of this food and table drink. Besides the demand in the United States for California wines there is an increasing export call of such proportions that this State is shipping wines to thirty-five foreign nations. Thousands of families in this country use wine as a table drink, and if it could not be obtained from California it would be purchased from abroad at a higher price.

An item of primary importance is the absolute interdependence of table and raisin grape growing with wine grape growing. Raisin grape growers could not make a success of their acreage if they were unable to dispose of their second-grade grapes to the wineries. This is a method of utilizing the by-product in a manner that permits the main product to enter the market successfully.

The Viticultural Commission has found that the famous Almeria table grape of Spain can be extensively grown here provided the inferior yield can be taken care of at the wineries.

If the effort to bring Belgian farmers here is successful, it will mean much to the industry. They are proficient wine growers and could turn the most unpromising-looking hillside into a vine-clad garden of plenty.

At present there are 320,000 acres devoted to the culture of grapes in California, the viticultural industry of the State representing an investment of over $150,000,000. Approximately $20,000,000 is the annual wealth produced, and more than 150,000 are dependent upon this industry for a living. There are 700 wineries in the State whose yield of wealth to the various communities yearly is in excess of $10,000,000. Fifteen thousand heads of families own vineyards. In a way the raising of grapes is followed by people of moderate means and is not conducted by large corporations.

Over half of the product grown is for wine purposes. All of the wine grapes are used at the wineries, about 60 per cent. of the table grapes have to be dumped into the wineries, and a large portion of the raisin grapes, especially the second crop, is taken care of at the same place. With the sure expansion of the industry and a full realization of the opportunities offered, it will not be long before the State's investment in this profitable line will climb beyond the billion-dollar mark, with benefits to the people that cannot be overestimated.

France, Spain and Italy, gifted with a soil less fertile and a yielding space worn by centuries of production, will fall far behind this empire with its vast stretches of untouched virgin hillsides and valleys enriched by warm sunlight and a moisture that appeals peculiarly to the grape. Grape growers see the wide chances here, and they have come from the shores of the Mediterranean and other intensely-cultivated parts of Europe to transplant the ideas gained by the vigilance of their ancestors through a thousand years of untiring toil.

When the present turmoil in Europe has subsided, multitudes of these people will come here to begin the labors in the field of life anew. Most of them will come from Belgium and Austria-Hungary, but France and Germany will send their portion, too. Many have already come here from Italy, and they are the most successful grape growers in the State. But practically all of those who come from now on will come to stay. They are adept in all phases of the viticultural industry, and their advent will quicken this great industry as no other agency could.

The export trade of the State will grow with the gain in its wine production. Its wines are already known throughout the world, but it will soon be able to supply the world.

While lacking the vast possibilities of wine production, the brewing industry is a factor in the economic life of California that cannot be overlooked. Products of the soil are used exclusively in the making of beer and kindred beverages, and the fame of the barley and hops yielded in this State is nation-wide. The culture of these crops is ever increasing, and the fact that near-by markets obtain makes it possible to dispose of them at satisfactory profits.

Seventy-five breweries are operating in the State at the present time, the outlay for them being in the neighborhood of $50,000,000. The total of the annual pay rolls of these establishments is above $6,000,000 per annum. Four thousand heads of families are employed by the various concerns, and more than 20,000 persons are dependent for sustenance upon the brewing business. Breweries employ the most skilled labor, and wages above the average are commanded.

An amount exceeding $3,500,00 is expended for materials in manufacturing the beverages, practically all of which comes from points within this State. The Federal tax assessments on these institutions total more than $1,350,000, and over $1,000,000 yearly is paid into the State, county and municipal treasuries. Thus it will be seen that these establishments contribute more to taxes on the investment than any other concerns.

The medicinal properties of the beverages derived from barley, malt and kindred products have been long extolled. The value of the fluid as a contributor to health is naturally enhanced by conditions. In Southern California, with the purest water in the world, a climate unequaled for moderation, and a pure air that alone almost assures perfect sanitation, the brewing art has attained a superiority that renders the beverages produced here of an unsurpassable quality. A wide territory is supplied by local brewers, and the output of the Los Angeles breweries is increasing by leaps and bounds.

Owing to the fact that most of the larger breweries of the country are in the Middle West, with easy transportation to the Central Northern States, where great quantities of barley are grown, only small amounts of California barley find a ready market in the East, the difference in freight working to the advantage of the Middle West barley. Hence, if the brewing industry did not exist in such proportions in this State the raising of barley would be handicapped, probably destroyed. The same harm would befall the culture of hops, which is a crop of considerable importance in some parts of the State.

Perhaps in no other place in the land is the sale of drinks so carefully guarded as in Los Angeles and other cities of California. By a wise and strict legal regulation the selling facilities are arranged to meet the most exacting mind's scrutiny. Very strict care is taken as to whom drinks are sold, and no one to whom the purchase might work injury—no minor—is permitted to obtain drinks at any public place. This plan has made the disposal of drinks as near ideal as it could possibly be arranged, and has been of benefit to this city and others.

By judicious guardianship the county of Los Angeles has kept the various establishments in uniformity, and has been able to shift a great tax burden from the shoulders of the people. A total tax of $1,886,239.90 was paid to the county from this source last year on an investment of $19,702,880; of this amount $694,200 was in assessed licenses. There are 5500 persons connected with this business in the county, and their annual earnings approximate $4,164,031.

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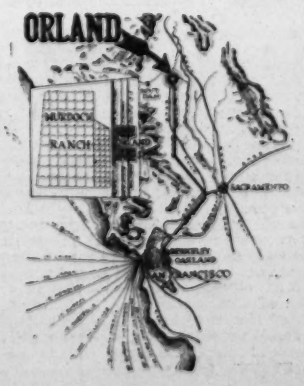


Just California Girls—By Sarah Langley.

PACIFIC COAST BEEF AND PROVISION COMPANY.

In her swift development California has overlooked many avenues of industry whereby enormous profits might be reaped and thousands of her citizens benefited. These oversights are being rapidly remedied in various lines, however, and the State is fast becoming independent through a diversity of products yielded for the consumption of her people and for shipment to ready markets. Probably the most striking instance of the State's dependence upon other communities for a necessity, and one for which there is absolutely no excuse, is the failure to raise stock enough to supply the demand of consumers.

There is no place in the Union where stock raising offers such rich returns as here. Nowhere are feed conditions better. There is area for range cattle, alfalfa and other fields for fattening, eager buyers, splendid packing plants and an ever-increasing army of consumers. Yet, notwithstanding the unequalled advantages in this line, a steady stream of cattle, hogs and sheep is constantly flowing into California to the enrichment of Texas, New Mexico, Arizona, Nevada and Old Mexico. Also within the past year thousands of dollars worth of dressed beef has been sold in the State from Australia.

There is, though, a spirit of awakening, gripping investors and far-seeing capitalists, and the stock-raising industry in California is increasing with giant strides, yet it will be several years before the latent possibilities are realized in development. This broadening industry naturally requires expanding facilities to handle the growing yield, and packing plants are kept continuously enlarging to meet changing circumstances.

One of the establishments which is ever in the front rank in expansion, progress and efficiency, and which has vision broad enough to see a marvelous future in the meat business, is the Pacific Coast Beef and Provision Company, with an immense plant situated at No. 1000 Lyon street, this city. This concern has arranged to expend $250,000 on an extensive cold storage and ice plant, erection to be started early in the present year. The new project will be handled and controlled by a subsidiary corporation now in process of organization, which probably will be known as the Pacific Ice and Cold Storage Company. Eastern architects now are preparing plans for the contemplated structure.

The present plant of the company embraces a group of five buildings, and is one of the largest concerns of its kind in the entire West. Nearly eight acres of ground comprise the company's holdings, and its activities include the slaughtering, curing and packing of beef, hogs and mutton. The offices and headquarters of the corporation are at the plant. Its smokehouses supply the celebrated "Majestic" brand of hams and bacon, strictly eastern products, packed under the most rigid inspection of the eastern allied firm of Sulzberger & Sons Company. This brand is a household word throughout the United States.

"Laurel" brand of ham and bacon is another popular product of the company. "Advance" brand of corned and roast beef is another specialty. "Majestic" Breakfast Pork Sausage and boiled hams, minced hams, bologna, frankfurters and "Club House" sausage are products of merit for which a big demand is enjoyed.

In the produce department different grades of eggs are handled, the grades including "Clear Brook," "Lakeview," "Merit," "Daisy" and "Snowdrift" brands. The "Clearbrook" brand of pure creamery butter, made under the most rigid inspection at a modern creamery, is a leader in this department. Other specialties are "Clearbrook" Wisconsin cheese of the "Twins," "Daisies" and "Longhorns," and the New York, California and Oregon varieties.

United States inspectors are on hand in all departments constantly, and all manufactured and handled products bear the legend, "U. S. Inspected and Passed," a governmental guarantee of quality and purity.

More than 4000 head of stock are slaughtered at the plant each week, and a corps of expert buyers is always in the field purchasing the choicest stock for the company.

While the company's efficiency is a matter of record, the new structure will increase it in many ways. This addition will occupy a site on the southwest corner of the premises of the corporation, will be six stories in height and cover a ground area of 110x140 feet. It will be of reinforced-concrete construction and will be absolutely fireproof. The building is to be installed not only to provide for the added space necessitated by the company's business growth, but to take care of a general cold-storage business. The first five floors will be devoted to freezing purposes, being divided into departments for meats, butter, eggs, cheese, fruits and vegetables. The entire sixth story will be used in the manufacture of ice, it being the company's aim to make not only enough ice for its own requirements, but for commercial purposes also. The most modern equipment will be placed in the plant. The appointments and arrangements of the structure will be as up to date as any in the world.

J. E. Maurer, general manager of the company, has inspected many of the newest plants in the East, and believes he has engrafted the best features of the ones he saw onto the local structure.

"Our company has developed its business to such an extent," he said, "that such a structure as we contemplate is absolutely necessary. The management recognizes the magnitude of the field offered by Los Angeles and the great Southwest, and the new building marks only the beginning of our expansion plans in this vicinity. One thing we hope to see from now on is the development of the live stock industry in Southern California. It is ridiculous that this section should be sending such enormous sums out of the State for hogs. No other part of the country is so favorable to hog raising as Southern California, where it is easy to raise cheap feed, and where the absence of extreme heat and cold lend security to the business."

Nearly 400 employees and over forty vehicles, including a number of auto trucks, are used in handling the local business of the Pacific Coast Beef and Provision Company. The main plant is of reinforced concrete with every modern convenience for the sanitary handling of the products and for the safety of the men. The concern's business is increasing with each week, a rapidity of growth which has placed it in an enviable position as one of the most important industries of the entire Southwest.

Italian Vineyard Company

ITALIAN VINEYARD COMPANY'S STORAGE WINERIES AND FERMENTING ROOMS AT GUASTI, CAL.

Forty-three miles east of Los Angeles, at Guasti, Cal., nestling in the lap of a fertile valley, at the foot of a mighty mountain range, is the largest vineyard in America. It is owned and operated by the Italian Vineyard Company, and was started thirteen years ago. It has been added to and enlarged, until today it covers 4000 acres, planted to the best varieties of wine grapes known.

The vineyard borders both sides of the main line of the Southern Pacific Railroad for four miles, and is touched by the Santa Fe, Salt Lake and Pacific Electric railways.

At Guasti Station, in the center of the vineyard, on the Southern Pacific, are the company's three wineries (two others being in Los Angeles.) Every method facilitating shipping is here, including modern devices for reducing cost of production and improving quality of wines and brandies. Also the largest fermenting cellar in the world, 154x450 feet, sufficient to accommodate several million gallons of wine, a complete refrigeration plant, a cooper shop turning out 200 to 300 barrels a day, four stills for distillation of brandy, etc. A United States bonded warehouse is located here for storage of brandy in bond.

Office quarters, residences of workers and school buildings, erected by the company, adjoin the wineries.

The capacity of the wineries at Guasti is 3,500,000 gallons of wine a year, including all varieties, divided into dry and sweet, both white and red.

To facilitate transportation of grapes from vineyard to crushers, a complete railway is operated. The grapes are loaded into cradle cars in the field and hauled to crushers by gasoline motor.

The old theory that Southern California could not produce a good grade of claret has been exploded by the production of the splendid clarets of the Italian Vineyard Company, which find a ready market in competition with the northern clarets.

The sweet wines of the Italian Vineyard Company have always had the distinction of being the best produced in the United States. In fact, they rival in popularity the best products of the Old World. This is due to the uniform quality for which the Italian Vineyard Company's products are noted. This uniformity is insured from year to year because the company employs regularly about 200 men who know the wine business from the growing of the grapes to the finished product.

During the picking season 250 extra persons help harvest the crop, which runs close to 20,000 tons. The grapes are picked at their best, which heightens the quality of wine.

The company has branches in Chicago, New York and New Orleans.

Twenty acres of this vineyard were leased the United States government for an experimental vineyard to ascertain the variety of grapes best adapted to certain kinds of soil and different methods of cultivation.

Visitors to Los Angeles are cordially invited to visit the company's wineries and vineyards, as they are among the show places of Southern California.

HAUSER PACKING COMPANY.

One of the more notable and important of the larger industrial institutions of the picturesque and steadily-advancing Southwest, and one that adds tone and prestige to Los Angeles as a packing and distributing center, is the Hauser Packing Company, whose large plant, packing-houses and corrals on East Ninth street and Santa Fe avenue occupy many acres of ground space.

The beginning of this great industry was some thirty-odd years ago, when Julius Hauser started a small retail meat market in Los Angeles at the corner of First and Main streets. He built up a fine trade and established a demand for the Hauser products. By square dealing and strict attention to the wants and demands of the trade he established a prestige that has since become one of the trade-marks of the big organization.

The interests of Mr. Hauser developed from year to year along substantial and progressive lines. He was forced to enlarge his market many times, and finally he realized that Los Angeles was an ideal city wherein to establish a modern and representative wholesale supply and packing-house.

He was ably seconded in this idea by his sons, who had become trained and experienced in the handling of meats and packing-house products through the extensive trade of the Hauser retail houses.

In September, 1914, the Hauser Packing Company of Los Angeles was organized, the incorporators being Julius Hauser, president; E. C. Hauser, vice-president; H. J. Hauser, secretary and general manager; L. A. Hauser, treasurer, and F. M. Hauser, assistant secretary and superintendent.

The company built and equipped a large packing-house with auxiliary departments, which has since been enlarged and extensively improved until it occupies a twenty-acre site owned by the organization, bounded by Ninth, Eleventh and Lemon streets and Santa Fe avenue.

The buildings, equipment, facilities and receiving and shipping advantages include special side tracks built by the Santa Fe, Southern Pacific and Salt Lake railways direct to the big distributing plant and packing-houses.

The entire plant is as near perfect and as modern as science and machinery can make it, and to add to the perfection and quality of the Hauser products, each and all of them are carefully inspected by a resident inspector of the United States government, assuring the highest quality and guarantee on the various products of the Hauser Packing Company.

One of the big and essential features of the various departments is sanitation and cleanliness. The very highest of conditions along these lines are demanded by the management. Every possible care is taken in handling the meats, and the products of this company can thus be relied upon as perfectly wholesome.

Visitors who come to Los Angeles during the great California expositions at San Francisco and San Diego during the year 1915 are cordially invited to visit and inspect the plant of this company and to see for themselves the perfect and modern arrangements for cleanliness, as well as the humane methods of preparing the animals for good purposes.

Hauser Packing Company makes a specialty of the finest quality the market affords, such as Hauser's Pride Hams and Bacon. Hauser's smoked meats will aid in building a satisfactory trade. The flavor is excellent; the quality is supreme. Years of experience have resulted in the preparation of a finished food product of the highest quality.

The company specializes in beef, mutton, veal, pork, lard, sausage and canned goods. These products are found on the counters and in the refrigerators of all the leading and representative meat markets of Los Angeles and Southern California. They are famous because they meet all requirements of consumers.

For more than a quarter of a century the name of Hauser has been identified with progressiveness and development in Los Angeles and Southern California. The founder of this great plant is one of the really big men in the packing-house trade of the West, and he has given to his sons an inheritance of business knowledge and efficiency that will continue to keep the name of Hauser constantly and prominently before the people of the Southwest for years to come. They are thoroughly trained to every department of the meat and packing-house trade. The firm buys cattle and live stock in carload and even trainload lots, and is ever ready to give satisfactory prices for high-class cattle, sheep, calves and hogs.

The Hausers have done much to advance and strengthen the cattle industry of the West. They have encouraged live stock dealers, farmers and ranchers, advising them to specialize and raise the best class of stock for market purposes, and their advice has frequently met with ready and substantial response and encouragement, with the result that today the class and quality of live stock purchased by the packing-house interests is much better than in the earlier days. Fine cattle find a ready market in Los Angeles, and fat sheep, properly fed, bring advanced prices, while the fancy California hogs now slaughtered by the Hauser Packing Company are noted for their excellence as to the quality of meat and their rich lard production.

The present officers of the Hauser Packing Company are as follows: Julius Hauser, president; E. C. Hauser, vice-president; H. J. Hauser, secretary and general manager; L. A. Hauser, treasurer; F. M. Hauser, assistant secretary.

HARTIGAN HOUSES.

Ten years ago Frank E. Hartigan began building homes in Los Angeles. The beginning was unpretentious. He believed that integrity in building is as essential as in the manufacture of any other article. That quality would be remembered long after price was forgotten. That the "built to sell" idea would not succeed.

His business has grown until "Hartigan Houses" are found by the hundreds in the exclusive residence sections and are occupied by many of our representative business men. These homes have contributed much to the architectural beauty of resident Los Angeles. Mr. Hartigan designs his own houses and supervises every detail of their construction. In this he has been especially successful in expressing the true California spirit and in harmonizing local conditions. These houses are spacious and light, expressing a freedom, warmth and hospitality peculiar only to California. They are livable. He appreciates that housekeeping is a business requiring accommodations and facilities the same as a manufacturing plant or a business house. By reason of his extended experience he understands these conditions and is able to meet them. During these many years he has built up an effective organization. Extensive buying and unquestioned credit make it possible for him to obtain the best material at the lowest price. This, together with his years of successful experience, enables him to give the greatest possible value for the investment.

RAMIREZ' SPANISH KITCHEN.

At No. 127 North Broadway visitors to Los Angeles, as well as many residents, find a congenial atmosphere and the richest of Spanish and Mexican dishes, served at the Spanish Kitchen, under the direction of Proprietor Isamile Ramirez, one of the Spanish caterers of this city who is thoroughly familiar with the details of fancy and highly flavored dishes of Mexican and Spanish seasoning. Special Spanish dinners are served at all hours.

A specialty is made of tamales, enchilidas, carne con chili, Spanish omelette, tortillas, stuffed pepper, Spanish beans, and especially flavored and highly seasoned dishes that please the palate and suit the taste, served to order under the direction of this restaurateur who pays particular attention to the best class of trade. Established nine years, it is the only place of its kind in California.

Many representative business men and members of their families, as well as prominent visitors and city and county officials, are patrons of I. Ramirez' Spanish Kitchen.

MRS. DAVID CHAMBERS M'CAN.

Mrs. David Chambers McCan, first woman in America to be appointed a civil service commissioner, is now vice-president of that body, and of the City Efficiency Commission. She has been president of the Southern California Woman's Press Club, was vice-president of the Friday Morning Club and later president.

Arthur H. Cawston

REALTY BROKER

429 INVESTMENT BUILDING

LOS ANGELES

Railroad and Steamship Plans for Bringing Millions of Travelers to Our City and State.

ALL ABOARD.

IF THE many millions of people in Illinois should deploy, in successive divisions, across the country in their journey to the Panama-Pacific International Exposition at San Francisco, the railroads and steamship lines would be taxed to the limit to handle the crowds. Fortunately, the railroads have been preparing for this event for years, and the steamship lines have been building new boats. Everything will be in readiness for the travelers.

The Illinois Central Railroad Company has been preparing for the Exposition for years. Its plans are complete to the last detail. Its equipment is ample. Its service will be the best that can be given. Its rates will be reasonable. Its trains will be fast. Its stations will be convenient. Its agents will be courteous. Its employes will be efficient. Its officials will be accessible. Its tracks will be safe. Its motive power will be powerful. Its cars will be comfortable. Its dining cars will be unexcelled. Its observation cars will be unsurpassed. Its Pullman cars will be luxurious. Its Chicago terminal facilities will be adequate. Its connections will be perfect. Its baggage service will be prompt. Its ticket offices will be well located. Its time will be accurate. Its information will be reliable. Its publications will be interesting. Its folders will be attractive. Its booklets will be instructive. Its maps will be correct. Its time tables will be understandable

Representative Men of Southern California.

William E. Neff,
Gown Builder.

Adolf Tandler,
Director L.A. Symphony Orchestra

Fred L. Boruff,
Nurseryman and Fruit Grower
San Fernando, Cal.

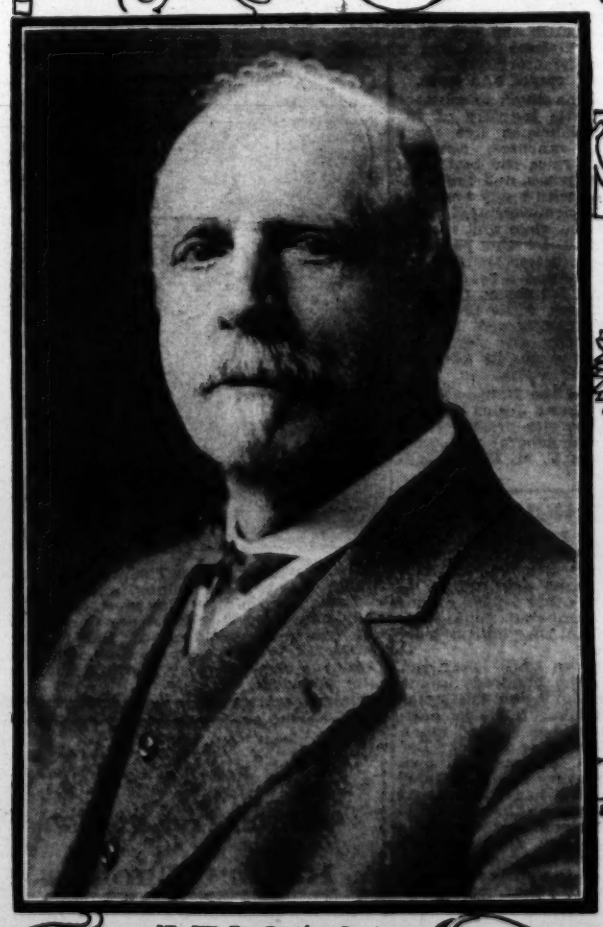
George Hanna,
With
Los Angeles
Suburban Homes Co.

W. S. Collins,
Capitalist.

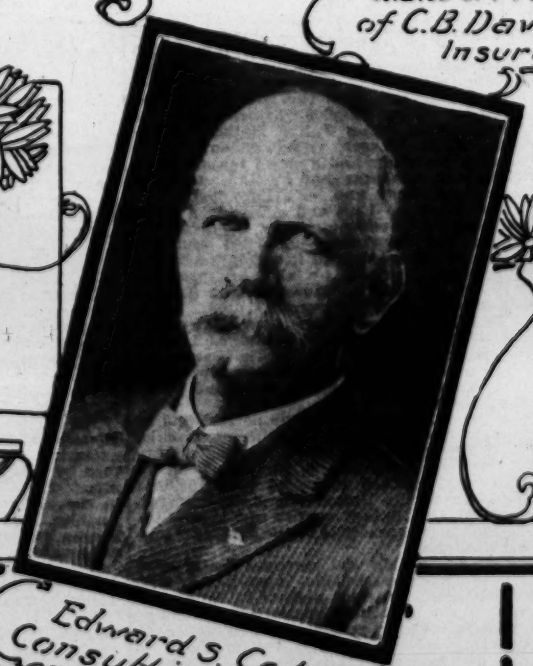
Norman F. Marsh,
Architect.

C. B. Davis
of C. B. Davis Co.,
Insurance.

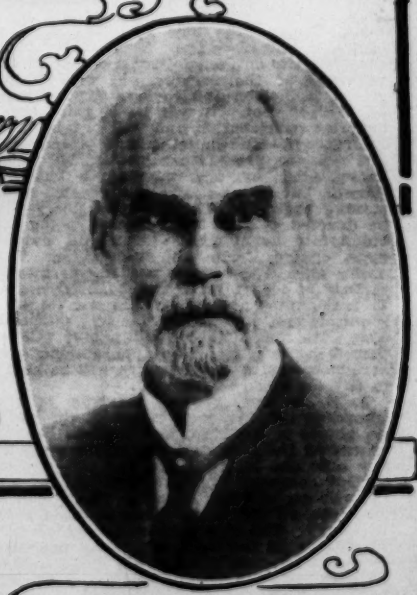
Edward King Isaacs
Pres. The Isaacs-Woodbury
Business College



E. T. Wright,
Civil Engr and Surveyor



Edward S. Cobb,
Consulting Engineer



F. J. Wiffen,
Pres. City Council.

The Grandest Programme of Sports Ever Put Up

LOS ANGELES DAILY TIMES

Railroad and Steamship Plans for Bringing Millions of Travelers to Our City and State.

ALL ABOARD.

IF THE many millions of people in Illinois should deploy, in successive divisions, across the country in a hegira to California, even the great Gulf Stream movement of the Tartars from Mongolia into Europe in the thirteen century would be dwarfed in comparison.

Yet, conservative traffic men estimate that in 1915 California will be called on to entertain between 2,000,000 and 5,000,000 strangers within her gates—visitors from half the nations of the world and all the States of the Union. That 90 per cent. of these will visit Los Angeles is a proposition the statisticians of the railroad world look upon as axiomatic.

The amount of money that these travelers will expend here cannot be estimated. That it will be tens of millions for this city and hundreds of millions for the State is certain. As certain a result is that tens of thousands who come to see will be wooed to remain, for to see in California, vide any railroad folder on the subject, is to believe that here surpassing climate and natural beauties are the woof of a cloth whose warp is opportunity.

"It is really none of Los Angeles' business how many persons will visit the fairs," said Vice-President McCormick of the Southern Pacific, some weeks ago, as a mildly-shocking preamble to an able speech before the Realty Board. "The thing that Los Angeles wants to know, or should want to know, is how many are going to stay here."

This is the important thing for Los Angeles and the whole Southland, the entire State in fact, to know, or, as Secretary Wiggins of the Chamber of Commerce puts it, "The expositions are mere magnets to draw the frostbitten to us that they may repent."

* * *

WHAT TRAFFIC MEN SAY.

With the railroad men the expositions mean increased passenger units; perhaps, an overwhelming traffic. The measures which the various railroads are taking to handle this traffic is shown in telegrams received recently by the Los Angeles Traffic Association from the traffic heads of many lines in response to letters of inquiry.

"I can only repeat what I said on my recent trip to the Coast," read the telegram of Samuel Moody, passenger traffic manager of the Pennsylvania lines, "that travel to California during the season of 1915 will be the greatest ever known. Especially will this be true from the Far East."

That the European war will be an enormous accelerator of Coast traffic is the assertion of A. C. Johnson, passenger traffic manager of the Chicago and Northwestern Railway. A. M. Cleland, general passenger agent of the Northern Pacific, told in his telegram of an expenditure by his road of $2,000,000 for new passenger equipment to care for prospective traffic. His assertion that volume of business will exceed anything previously known in the West is significant in view of the fact that the Northern Pacific practically monopolized business to the Seattle exposition.

Because they are the predictions of men who know, the texts of the telegrams received by the Traffic Association are given below.

C. F. Daly, vice-president of the New York Central lines, wired as follows:

"In reply to your inquiry as to outlook for travel to Pacific Coast the coming year, it is our belief that there will be heavy western business, notwithstanding the unfortunate doings in Europe together with the depressed business conditions which have existed for some time. The normal attractions of California, supplemented by the expositions to be held at San Francisco and San Diego, will cause a very large number of our people, who have in the past spent their winters abroad, to move westward during the year. California should be favored with a remarkable travel, at least every indication in territory served by New York Central lines fully justifies this conclusion, and I hope that you will assure all those concerned that no stone will be left unturned by our interests to make this result sure."

* * *

ADVERTISING LAVISHLY.

D. W. Cooke, vice-president and general traffic manager of the Erie, said:

"The Erie Railroad is using every resource at its command to advertise the expositions and California. Great interest is apparent. Prospects good. Our double-track work completed, affording splendid facilities for handling the traffic."

A. M. Cleland, general passenger agent of the Northern Pacific, said:

"Northern Pacific spending over $2,000,000 for new passenger equipment to properly care for flood of exposition travel expected next year, in addition to which our relations with Pullman Company enable us to call upon resources of that company for such further sleeping cars as we may find necessary. We expect volume of business will far exceed anything previously known in the West."

The telegram of A. C. Johnson, passenger traffic manager of the Chicago and Northwestern, follows:

"Travel to the expositions, which will, of course, be merged with the general travel, will be greater than the travel we expected would move prior to the European war. Business is rapidly resuming normal conditions, and every indication points to a heavy American attendance. The line, in conjunction with its connections and acting in line with other railways, will meet all requirements in the way of transportation facilities, and preparations are in progress for that purpose. On the whole we predict an exceedingly large, steady movement during the year 1915, with ample facilities to take care of such increased patronage in a satisfactory manner."

That of Samuel Moody, passenger traffic manager of the Pennsylvania lines, read as follows:

"I can only repeat what I said while on my recent trip to the Coast, that travel to California during the season of 1915 will be the greatest ever known, and especially will this be true from the Far East. We expect to do considerable advertising later on, and unless something unforeseen intervenes the travel will be a record-breaker."

* * *

FOR NEW RAILROAD EQUIPMENT.

With the California terminal railroads, the expenditures to care for 1915 travel have been so constant the past two years that the total could only be approximated. The Southern Pacific, however, only recently ordered $2,500,000 of new equipment to supplement that now available for the handling of the great passenger inundation of the coming year; the Santa Fe has expended $5,000,000 for new passenger equipment within a year; the Salt Lake $1,000,000.

The Pacific Electric's expenditures have been nearly $3,000,000 for additions and betterments within a little over a year. This road also recently ordered twenty-four new interurban cars to cost nearly $350,000, supplementing an order of even larger size placed earlier in the year.

In fact, along the iron trails leading to the East and the North, the expenditures to prepare for the 1915 rush have been constant and large. Here in Los Angeles the Southern Pacific is expending $750,000 on a new passenger terminal, and the station building has already been occupied. The Santa Fe has also spent $25,000 in remodeling its station and in rearranging its passenger-terminal layout; the Salt Lake has plans drawn for a $500,000 station that may materialize before many months have passed.

Between Los Angeles and New Orleans, the Southern Pacific has spent $3,000,000 in cutting down grades, eliminating curves and in relaying track with heavier rails; the Santa Fe has spent as much on its through line, while the Salt Lake has relaid nearly its entire mileage with the heaviest rail. As for the Pacific Electric, its San Bernardino extension, which opened up a fine foothill citrus country, has been in service for some months. Various short extensions have also been made.

* * *

MILLIONS FOR SHIPS.

In the maritime realm the developments have been less startling, but in nowise less significant. To assure itself due participation in California travel, the Hill lines will shortly place two $3,000,000 liners in commission between its north coast terminals and San Francisco. These boats, the Great Northern and the Northern Pacific, will make railroad time down the Coast, and it is even possible that they will come in here. The Pacific Coast Steamship Company added the $2,500,000 liner Congress to its fleet last year, and has plans drawn for another of the same type. The Pacific Navigation Company is bringing the Old Colony from the East to operate alongside its sister ships, the Harvard and the Yale.

With the exceptions of the Honolulan of the American-Hawaiian Steamship Company's fleet and the S. V. Luckenbach of the Luckenbach Steamship Company's Atlantic-Pacific line, there is a dearth of passenger vessels operating between the Atlantic and Pacific coasts. Nor can conditions be expected to improve until Congress permits foreign-owned vessels to register for emergency coastwise service. That pressure will be brought to bear on Washington to secure this desirable concession is considered probable, and, by many, desirable, in the light of the belief of many railroad men that the steam lines will find themselves taxed to the uttermost to handle traffic at high tide this year.

In trans-Pacific service, the Matson Navigation Company and the Pacific Mail Steamship Company promise service to Hawaii and the Orient. The various Japanese lines are also probable contenders.

As for South America, from which, many believe, will come an attendance at the expositions that will confound all the prophets, W. R. Grace & Co. is planning to extend its shipping service, with many fine liners, from the present lane through the Panama Canal to San Diego, Los Angeles and San Francisco. Officials of this company have also hinted that service from New Zealand and Australia may be offered if the traffic proves to be up to expectations.

* * *

COMFORT FOR TRAVELERS.

That traffic, no matter what its volume, will be handled here without that cluttering of sidings and general turmoil that featured the St. Louis and other fairs, is made certain by the Transcontinental Passenger Association's drawing of a fifty-mile dead line around Los Angeles, San Diego, San Francisco and Oakland. Within these circles no private cars, not even those of a railroad president, may be parked while the fairs are in full blast. It means that the traffic arteries will not be allowed to clog at those points where congestion is certain, no matter what measures may be taken. Furthermore, it means, say the traffic men, the entire doing away with the boarding-car evil.

At the expositions in the past it was customary to allow tourist bureaus to bring in people by the cars and trainload and to park these cars or trains where they desired. In many cases these cars or trains served as hotels for the berth or seat holders, the places where they slept and ate. It was a robbing of the hotels of legitimate gain from the exposition or expositions that they had aided in financing; it was also a measure that discouraged the visitors from getting about and seeing the country, and of all things that Californians desire for 1915 it is that those that come shall see the wares that we have to offer.

Regarding Los Angeles' participation in the benefits from the two expositions, it has everything to gain and nothing to lose. The Transcontinental Passenger Association has seen to it that Los Angeles shall obtain a preponderance of the traffic by making all exposition-year tickets read either going or coming by Los Angeles, and by throwing in a free side trip to San Diego for good measure.

"The man that has a ticket to San Diego and won't use it—well, there won't be any," remarked Passenger Traffic Manager Wann of the Salt Lake. "When the Los Angeles-San Diego coupon arrangement was made Los Angeles cinched its position as the gateway city, not only for 1915, but for all time."

Los Angeles Municipal Golf Links and Golf Clubs.

WORLD-FAMOUS.

A YEAR ago Los Angeles acquired a wonderful site in the famous Griffith Park for a municipal golf course, and it has just been formally opened for play. The soil is absolutely the best for the purpose anywhere on the Coast, and the scenery is unsurpassed. A committee from the various country clubs has co-operated to make the course the very best of its kind, and appreciative players are flocking in their hundreds to enjoy the luxury of an erstwhile expensive game at the minimum of cost.

It is a full eighteen-hole course, replete with natural hazards, not too drastically bunkered and with perfect sand greens. Indeed, it surpasses many of the existing courses of the private clubs, and the crack players are frequently to be seen enjoying a round.

An appropriation is now being made by the city to build a clubhouse which will be amply provided with lockers that can be rented for 25 cents a month, and a manager insures the etiquette of the game being respected.

On the Chicago and Philadelphia municipal courses they often have as many as 4000 players on holidays, but nowhere can the game be so thoroughly enjoyed as in California, where it is rarely too hot and never too cold, where the rain falls at properly scheduled seasons, where the open-air life is at its very best. Eastern golfers who have been over the course are loud in their praises. It offers a thoroughly sporty game, without penalizing too severely the shots of the average player. Dotted discreetly with picturesque live oaks, surrounded by some of the most lovely views in the country, it is already endeared to the hearts of thousands who have long yearned for the opportunity to indulge their penchant for golf, without the necessity of joining an expensive club.

Southern California is to have its most brilliant golf season this year, and the golf association has arranged a long and tempting programme of events.

There are ten country clubs in the southern part of the State, all possessing first-class courses, and they have each arranged for large invitation tournaments where any member of any country club will find himself welcome, besides the championship and inter-club team matches.

The Midwick Country Club, one of the most exclusive, with a luxurious clubhouse adorning a knoll overlooking some of the most attractive country in the vicinity, is to have the championship meeting April 7-10. They have admittedly one of the finest courses on the Coast, all under grass the year round, which is a decided luxury in California.

The Midwick also has a star golf team for the inter-club league matches, which includes such national players as Robert E. Hunter of the famous golf family of Hunters; E. S. Armstrong, who has held numerous championship titles; Michael McLaughlin, the crack Denver golfer; E. R. Williams (Mrs. E. R. Williams holds both the Coast and State titles;) A. W. Brand; Conde Jones, J. V. Eliot and Arthur Braly.

The supplementary event to the championship will be held at the Virginia Country Club at Long Beach—an attractive seaside course, with a delightful little clubhouse, where hospitality has reached its highest point.

Each of the clubs will also hold large invitation tournaments where all golfers are welcome. The first will be for the men at the San Gabriel Country Club January 30. San Gabriel has one of the oldest courses, wherein the Arroyo Seco forms a natural hazard at three holes. It is picturesquely adorned with live oaks and clumps of giant cactus, which also form very sporting natural hazards, not always appreciated by the less skillful players, perhaps, but making it one of the best tests of skill.

This is followed by one for the women golfers February 10-13 at the Annandale Country Club, which nestles in a lovely valley encircled by foothills. An old-established straightforward course which offers no insurmountable difficulties while affording all the delights of the game.

The Los Angeles Country Club's invitation tournament is always a highly popular event. This is one of the most luxurious of all the clubs, situated in the Beverly foothills within easy distance of the city, with a thoroughly sporty course upon which no expense has been spared. Los Angeles boasts a very strong golf team, which held the Tom Morris Trophy two years running, and the local laurels at the same time.

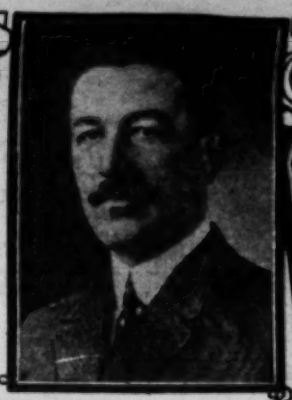
Their invitation tournament this year takes place March 10-14. They invariably have more than 150 entries in ordinary years and are prepared to greatly exceed that number this time.

The Annandale Country Club, which golf team wrested the laurels from Los Angeles last year, will hold its men's invitation event April 21-24. It is half way between Pasadena and Los Angeles and very popular with eastern players, most of its members being winter sojourners who come here every year.

The newest club is known as the Orange County Golf Club and is situated on the picturesque coast at Balboa.

ALMA WHITAKER.

Representative Men of Southern California.



Charles H. Langmuir.
Agency Director
N.Y. Life Ins. Co

Walt L. Moreland.
Gen Mgr Moreland Motor Truck Co.

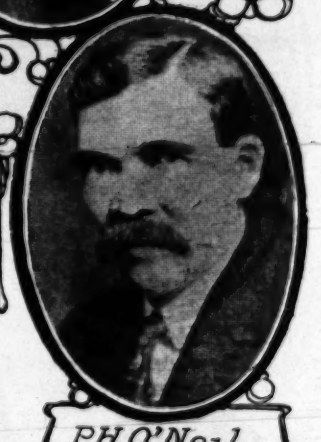
Photo by Hemenway

George H. Reed.
Mgr.
Coca Cola Co.

H.W. Bryson,
Mgr. F.O. Engstrum Co.

Photo by Hartsook

Morgan Ross.
Mgr.
Alexandria
Hotel



P.H. O'Neil,
Capitalist.

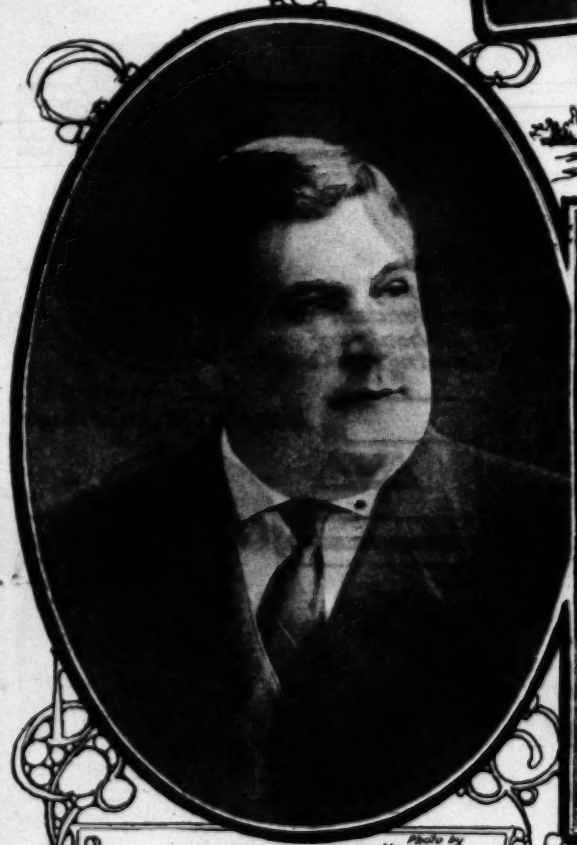


Photo by Hemenway

Edward Double,
Pres., Union Tool Co.

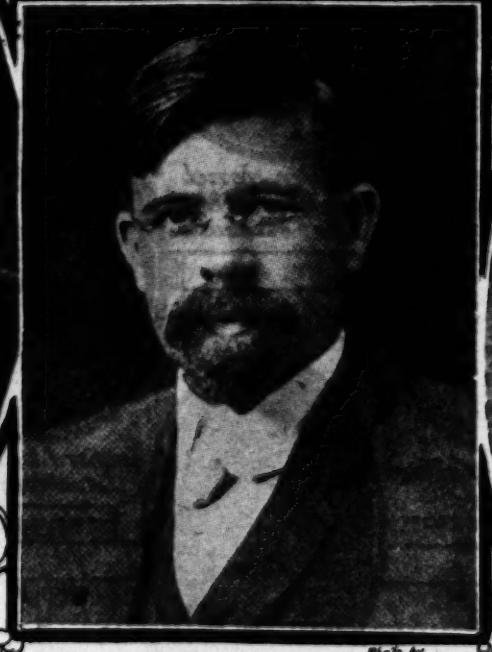
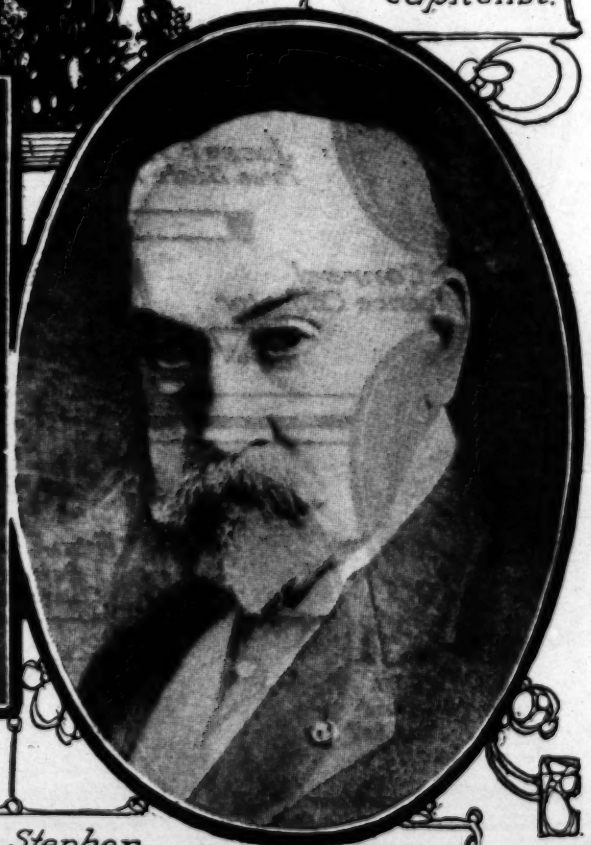
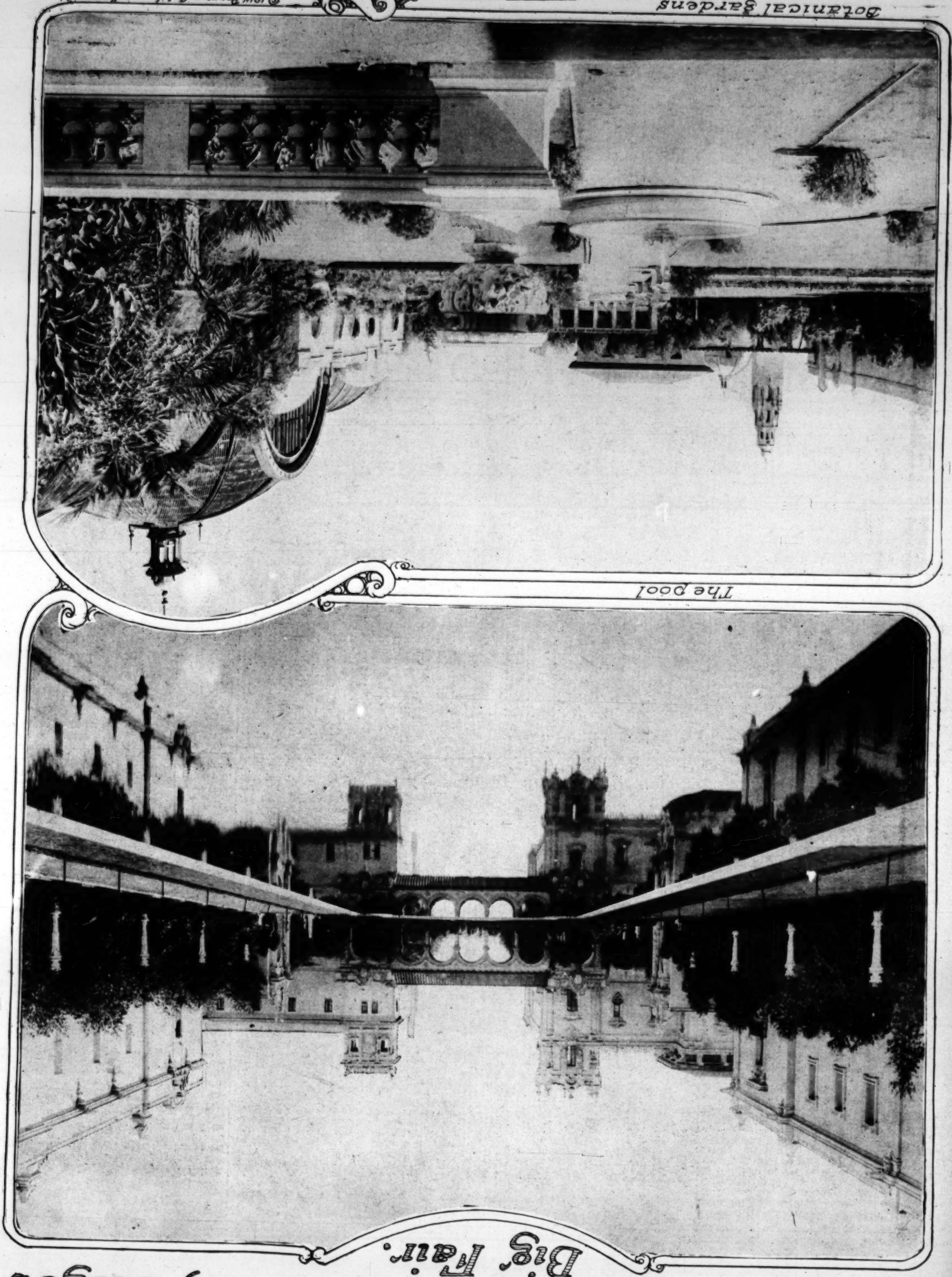


Photo by Hemenway

F.M. Pottenger, M.D.



Hon. Stephen
W. Dorsey, Ex. U.S. Senator



The pool

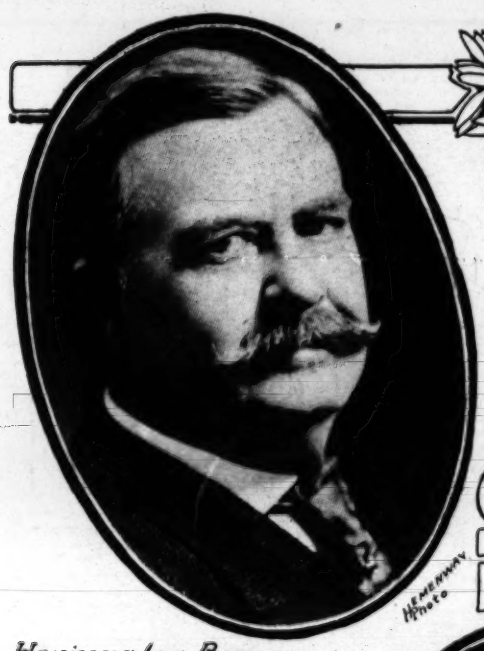
Botanical Gardens

© 1914 Panama-California Exposition

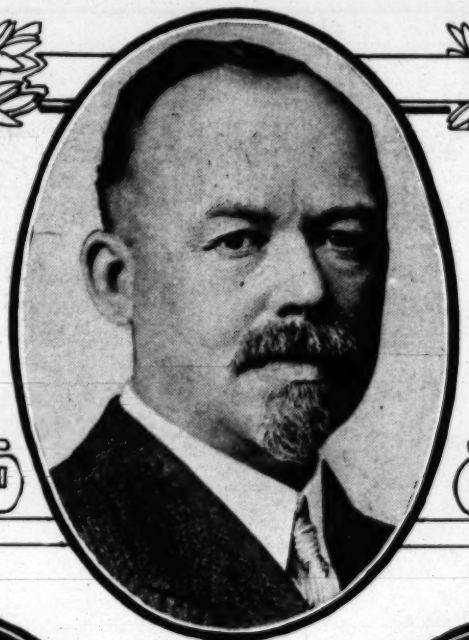
Beautiful Botanical Gardens at San Diego's Big Fair.

Tropical Splendor and Industrial Activity at San Diego.

Representative Men of Southern California.



Harrington Brown,
Postmaster, Los Angeles, Cal.



E.W. Hopkins,
County Assessor

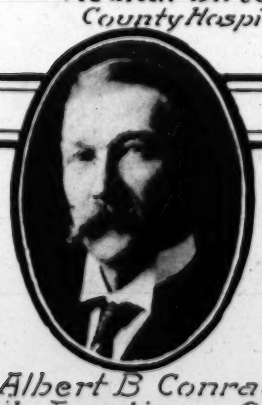
John P. Krempel,
Architect

Dr C.H. Witman,
Medical Director,
County Hospital

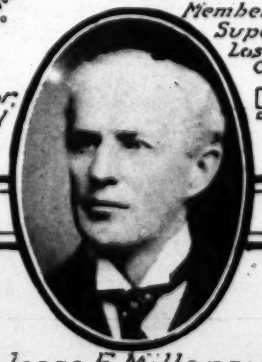
W.E. Hinshaw,
Member Board of
Supervisors,
Los Angeles
County

W.O Welch
County Tax Collector

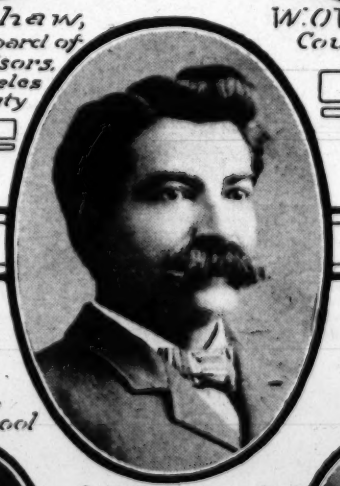
Henry G. Krohn,
Merchant Tailor.



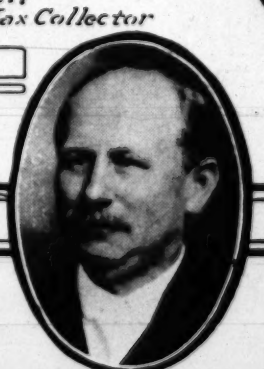
Albert B Conrad,
City Tax & Licence Collector



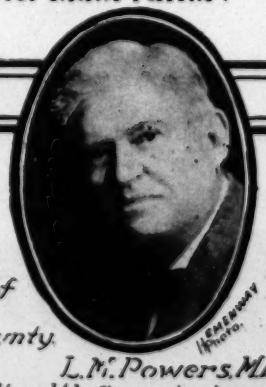
Jesse F Millspaugh,
Pres State Normal School



S.P. Rowland,
Real Estate and
Investments.

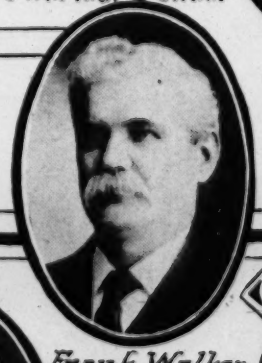


Mark keppel,
Superintendent of
Schools of
Los Angeles County.



L.M. Powers, M.D.
Health Commissioner

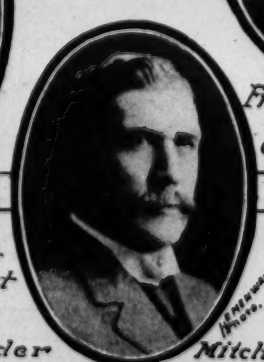
Frank R. O'Brien,
Superintendent
Municipal Market
Department



Frank Walker
Retired
Contractor

Leonard L. Jones,
Architect

A. Sandoval,
Pres. International
Fisheries Co.



Alexander Mitchell,
Receiver of U.S. Land Office of
Los Angeles, Cal.

John D. Roche,
Register of U.S. Land Office,
Los Angeles, Cal.

William F. Bixby,
Civil & Hydraulic Engineer

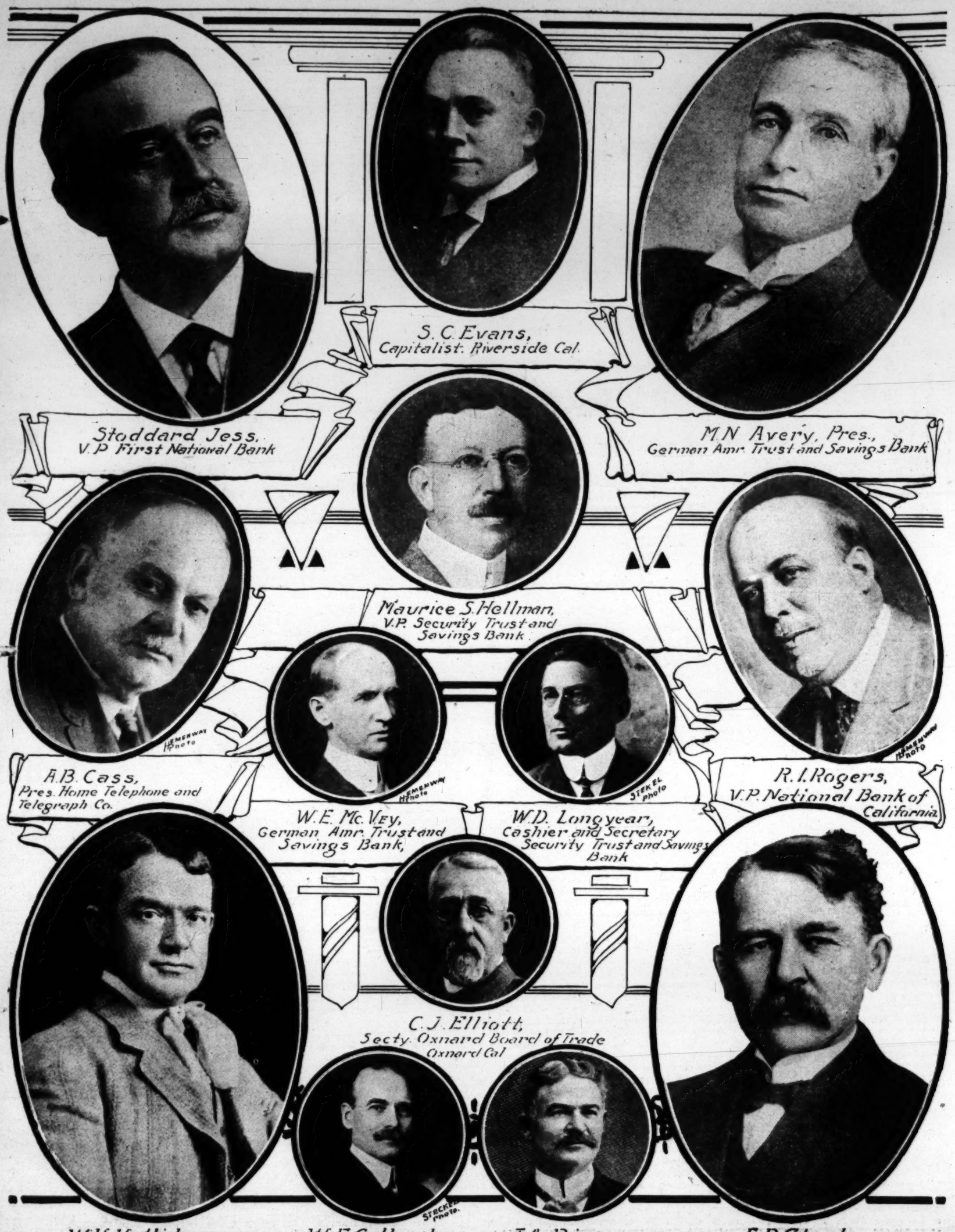
Tropical Splendor and Industrial Activity at San Diego.

Varied Industries Building.

In the Botanical Building.

Photos ©1914 Panama-California Exposition

Representative Men of Southern California.



San Diego's Beautiful Show a Mighty Achievement

ROMANTIC, TOO.

THE Panama Canal is an accomplished fact, the dream of Spaniard, of Frenchman, of American achieved. The argosies of the Atlantic are brought to Pacific ports. The American West is opened to the world, and its mighty resources are were the greatest builders and the Aztecs the great warriors, the Mayas were the peers in art of their contemporaries of 2000 years ago? Know you of Quentzalcoatl and his exploits? Know you that in the last decade discoverers have learned a vast amount concerning the mighty races of red men who went out of existence centuries ago. Had ex- The Japanese exhibit in the Foreign and Domestic Arts Building, for example—separate from the garden and pavilion of Japan and Formosa beside the botanical gardens—is not an idle array of silks and lacquer. It is an array of Japanese artists and craftsmen weaving their hemp, embroidering their

ORANGE TREES ABLOOM.

Across from the model farm is the orange display—not a stack of oranges as at previous world's fairs, but a portion of the great citrus orchard where orange and lemon and grapefruit and kumquat are blooming and bearing, trees selected from the best, or

Novel Features of Fair to Astonish and Delight.

GARDEN ON END.

THE MAN who thinks he "is tired of expositions" and that "all expositions are the same" will think the Panama-Pacific International Exposition at San Francisco was built for his special enjoyment. He won't be able to wander through the 635 acres of wonders boring companions by reiterated remarks about "old stuff." He can't say, "I saw that at St. Louis" or "There was one like that at Chicago—except that it was better." His time is going to be pretty well occupied keeping his mouth from sagging in wonderment.

His entry to the grounds will be as it was at any former exposition. Before he reaches for his four bits—western equivalent to an eastern half dollar—the visitor is confronted by a wonderful flower garden on edge. The screen that hides the exposition wonders, they do not rise to colossal heights, is a twenty-foot mural wall.

The wall is six feet thick and the heavy green foliage is brightened by myriads of pink blossoms and the sparkle of ever present dew supplied by tiny tubes arranged inside the wall. Experiments were made with hundreds of plants before one was found that would answer all the requirements of a gymnastic garden. The one chosen flaunts a name almost as long as the wall; it is mesembryanthemum spectabilis.

At the main entrances on the land side of the exposition great mission towers have been built and the ring of the money that jingles into the metal turnstiles as the visitor passes through is in keeping with the chimes of the mission bells. Once inside there is apparent the most wonderful combination of landscape gardening, sculptural wonders, captivating color, architectural designs, educational features and entertainment devices ever culled from the five continents, the seven seas and the islands of the world.

* * *

GLOWING NIGHT SCENES.

At night there is an added beauty which will be one of the mental pictures retained for decades after the 1915 exposition has become a part of history. As in other details the officials of the 1915 exposition did not follow precedent in the scheme of night illumination. The old scheme of outline lighting gave a festival appearance to the buildings but at a sacrifice of architectural beauties and with a surfeit of shadow. There was no perspective.

The lighting system of the stage suggested the plan of the exposition's illumination. The source of practically all the lights will be hidden but there will be no shadows and every line of the sculpture and the architecture will be clear cut. To present this effect there are hundreds of light standards distributed over the grounds and if the source of the light is not hidden by semi-transparent Spanish shields or solid metal designs the globes are heavy and permit of diffused light.

New electric and gas lighting standards are being used, and, in addition to the other forms, the 1915 exposition will use more than 500 huge searchlights, in addition to the lights from the warships that will lie at anchor in front of the exposition on San Francisco Bay. Every dome and tower of the exposition will have its battery of searchlights, as well as the towers of the entrance gates, but the most wonderful battery ever assembled will shoot giant beams from Morro Castle, which has been built on the other arm of the Yacht Harbor.

This battery is composed of forty-eight thirty-six-inch searchlight projectors that will play over the exposition buildings and provide a spectacular display in many colors that never has been attempted previously. The Tower of Jewels, 435 feet high, and covered with 125,000 cut-glass and hand-polished jewels, will be one of the objects in the range of this wonderful battery.

* * *

MYSTIC CHINATOWN.

The international interest of the exposition began long before the final days of preparation. On the Chinese site there was a Chinese colony many months before the opening of the year 1915, and these foreign workmen and their quaint product have attracted the attention of the thousands of visitors. The Chinese were admitted by special act of Congress, and, instead of paying to get into the grounds, they must have permission and a guard when leaving the enclosure.

The workmen brought forty tons of rice and other quantities of food in proportion and pitched their camp on the shore of San Francisco Bay. The first act in the construction of China's pavilion and garden was to build a four-foot wall around the entire plat of ground. This was covered with cement and plaster, so that it has the appearance of a real Chinese wall. Within this barrier the Chinese have hewn and sawed every piece of lumber and erected every part of this little community, even to the painting of the bright pagodas.

Not far away, in the foreign section, is the Japanese site, and this was a rival for early attention. Japanese workmen in quaint blouses with painted designs on the back scurried over the acres transforming them into a beautiful Japanese garden and putting together, without the use of nails, one of the ancient temples. The Japanese were not content to use American rocks and trees, and the first shipment from Japan contained several tons of rocks, trees, shrubs and Japanese sod. The Japanese pavilion is a reproduction of the Temple of Kinkakuji at Kioto, and was built in Japan, "knocked down," and the parts placed on the Tenyo Maru, which delivered it at the exposition docks.

The quaint aspect of Chinese and Japanese activities that were found on the government sites before the completion of the exposition have been transferred and greatly enlarged for the nine and one-half months of the exposition proper. In "The Zone," the $10,000,000 amusement section of sixty-five acres, is a Chinese village and Japan Beautiful.

The Chinese village covers several acres and represents an investment of more than $250,000. It has all the characteristics of one of the Chinese cities, and provides entertainment of an educational tone.

* * *

JAPAN BEAUTIFUL.

Japan Beautiful is even more pretentious and has the backing of the Japanese government. Inside the entrance, which is a gigantic Buddha, one may take the trip from the San Francisco docks, through the Golden Gate across the Pacific to Japan and her interesting ports—all by means of the moving pictures. In the background of the wonderful Japanese city is the great Fujiyama.

These two villages that have been transported from over seas are not the only ones that blend education and amusement in "The Zone." Months before the opening of the exposition the ship Ventura brought 270 boxes of village huts from Samoa, and a later steamer brought several hundred native Samoans for the interesting Samoan village. In this village a specialty is made of aquatic sports that are enjoyed by these island dwellers of the Pacific.

The Australasian Village has a group of natives no less interesting, and these fierce tribes demonstrate their warlike sports, such as boomerang throwing and fighting tactics. The "Mysterious Orient" covers several acres, and instead of one "Street of Cairo" there are scores, and each has its sand diviner, dromedaries, dancing girls and every characteristic of the land under the spell of Allah.

Also there is the Tehauntepec Village and the Shamrock Isle, with charming reproductions of the appearance of life in these interesting parts of the world.

* * *

PANAMA CANAL REPLICA.

Here in "The Zone" there are scores of other places that will make the blase exposition visitor choke down the thoughts of "old stuff." At the very head of the mile exposition street is the Panama Canal. This is a $400,000 reproduction of the $400,000,000 canal that the 1915 exposition celebrates. It is shown in exact scale, and there is not a shanty or important point of the canal that is not accurately shown.

The visitor is placed in an individual car and is transported along the full course of the canal. To the ears is placed a phonographic attachment of a new invention, and in this way each traveler through the canal is given a personal lecture and a complete explanation of the working of the great locks and every bit of information of interest.

Farther down the street is an entertainment feature that is a realization of Jules Verne's "Twenty Thousand Leagues Under the Sea." It is called the "Submarines," and no other exposition ever offered such a treat. Visitors enter regulation submarines and are taken for a voyage over the bottom of the ocean, with numerous entertaining features arranged along the way.

* * *

TRIPS WITH THRILLS.

If one wants to go up instead of down there is the "Aeroscope," which lifts and whirls scores of visitors higher in the air than did the Ferris wheel or the other altitude features of other expositions.

For travel the Grand Canyon of Arizona and the Yellowstone National Park provide trips never offered by any other exposition. In the Grand Canyon of Arizona, built at the cost of $350,000 by the Santa Fe, the visitor gets aboard a regulation observation car and travels from the top to the bottom of the Grand Canyon in half an hour and also travels through Indian villages and other interesting communities.

The Yellowstone National Park has been built by the Union Pacific at a cost of $400,000. It has the largest relief map of the park that was ever constructed of any tract in the world. The beauties of the park are placed along a trail more than a mile in length and include some of the largest waterfalls and most pleasing vistas. Old Faithful Inn has been reproduced complete, and the main cafe of this rustic hotel is one of the favorite dining places of the exposition grounds.

The '49 Camp is a California product, and is composed of an entire mining camp as it existed in the older days. The dancing and gambling halls are in full swing, and the cowboys have their own band. If there is anyone who doubts that it really is a mining camp he may pay a small sum and take an outfit over to the mountain and prospect for real gold nuggets. Every day $1500 in gold will be planted in the mine, and all the tenderfoot prospector can take out is paid for at the gold rate. A reproduction of Mark Twain's old cabin and the old Sutter mill, where gold was first discovered, is a part of the camp.

There are 200 concessions, and of these the one that represents the greatest cost and will be the biggest novelty ever presented at an exposition is the "Toyland Grown Up" of Frederick Thompson, builder of Luna Park of Coney Island and the New York Hippodrome.

* * *

MOTHER GOOSE MAZE.

This is a million-dollar feature covering four acres, and in it every "Mother Goose" story and all the toys of childhood are grown up. It is a maze of fascinating ideas presented in compelling manner. The guardians of the gates give an idea of the things that are to be expected inside this principality. A ninety-foot suffragette and a ninety-foot toy soldier stand guard.

"The Zone" is establishing a new high mark in amusement.

No other exposition has offered such races as will be seen at the Panama-Pacific International Exposition. The two automobile classics, the Vanderbilt cup race and the Grand Prix, will be run over the exposition asphalt highways and the mile turf track for the $15,000 in prizes. It will be a four-mile course inside the grounds, and will not utilize the longer course of six miles that could be used.

In addition to this there will be the motor boat race from New York to San Francisco for the $10,000 prize; the yachting regatta, in which President Wilson, King George V of England and Emperor William have offered $500 cups; the world polo tournament; the programme of national and international sports never duplicated, including baseball, football, boxing, wrestling, running and every other branch popular in the world; an aviation meet with big prizes and two harness horse race meets with $227,000 in purses.

Several thousand special events have been prepared, making many for each of the 288 days of the exposition.

Everywhere over the grounds will be found innovations that must appeal. The arrangement of the live stock barns is an example. They are arranged in a quadrangle and in the center is a live stock show ring seating 3000 persons. The quadrangle will provide for more stock than the fifty barns of the St. Louis exposition. Each stall is arranged at an angle of 45 deg., so that the visitor may see every line of the stock, which is an advantage never before offered in any live stock show.

METAL MINING IN CALIFORNIA IN 1913-14.

Largest Output of Gold in Thirty-one Years.

THE value of the output of recoverable gold, silver, copper, lead and zinc from mines in California in the last fiscal year, according to Charles G. Yale of the United States Geological Survey, was $26,812,489, an increase of $428,543 over the 1912-13 production. All the metals except zinc showed an increased yield, although the ore treated was less in quantity and there were fewer mines reporting a production than in 1912-1913.

The total recoverable value of gold from California in 1913 was $20,406,958, of which the deep mines produced $11,570,781, or 56.7 per cent. The total increase in the gold production was $693,480, of which $502,966 was in the yield from deep mines. The gold production was larger than in any other year except one since 1864. This great output was due entirely to the operations of the dredging companies and the larger deep mines, as the number of mines operated in 1913-1914 was 245 less than in 1912-1913.

Of the gold recovered from placer mines the gold dredges reported $8,090,294, which was nearly 92 per cent. of the placer gold and nearly 40 per cent. of the total State yield in 1913. Since the commencement of gold dredging in California, fifteen years ago, the gold recovered from this source has amounted to $63,505,485. Most of this large yield has been derived from ground which could not have been mined profitably under any of the old methods of gravel mining. The 410 deep mines sold or treated 2,495,958 tons of ore, a decrease of 145,539 tons, compared with 1912. Most of the siliceous ore, which amounted to 2,031,429 tons, was treated at gold and silver mills, yielding an average recovery of $5.61 a ton in gold and silver. The 448,439 tons of copper had a recoverable value of $1.84 a ton in gold and silver and $11.74 in copper. The 14,267 tons of lead ore treated had a recoverable value of $11.24 in gold and silver and of $23.11 for all metals. The zinc ore shipped last year amounted to 1823 tons, which was considerably less than in 1912.

The recoverable silver amounted to 1,378,399 fine ounces, valued at $832,553, an increase of 78,263 fine ounces in quantity and of $32,969 in value. The copper ores from Shasta county contained about 60 per cent. of the 1913-1914 production of silver from California.

The above figures for gold and silver represent the output of recoverable metals at the mines as distinguished from the gold and silver actually recovered last year, the final official figures for which, by totals for all States and for the whole country, are determined and published as joint statistics of the Bureau of the Mint and the United States Geological Survey. Similarly the production of copper, lead and zinc as stated below is based on ore tonnages sold or treated, whereas the final official statistics for actual recovery of these metals by smelters and refiners are given in the general reports (as distinguished from the mine reports) on these subjects by the United States Geological Survey.

The recoverable copper from California ores last year was 34,575,007 pounds, valued at $5,359,126, an increase of 1,123,335 pounds in quantity, but a decrease of $160,400 in value. The decreased value was due to the lower price of copper. The largest yield of copper was, as usual, derived from mines in Shasta county, which produced 27,044,297 pounds, or 2,425,747 pounds more than in 1912. The other important copper-producing county was Calaveras, which yielded 5,823,226 pounds.

The recoverable lead output last year from California mines amounted to 3,514,342 pounds, valued at $154,631, an increase of 2,369,611 pounds in quantity and of $103,119 in value. Of last year's production Inyo county yielded 3,246,432 pounds.

Only two counties reported any production of zinc. These were Inyo county, with a recoverable zinc yield of 963,571 pounds, and Shasta county, with an output of 93,914 pounds. The total value of the zinc production last year was $59,219, which was a decrease of $240,627 compared with the value in 1912.

A New Rendering.

"See Naples and die," so runs the old line. See California and live and be happy is the up-to-date rendering.

Fruits and Flowers.

All the world's dream centers about a garden spot. First we have the story of Eden and then the march of Israel to the Promised Land. Poets sing it, artists paint it; it is the note of every bird. Southern California perpetually is bursting into a rage of bloom. Its air is sweet with an intangible charm, as if the souls of flowers intermingled with the fragrance of every breeze. Orange blossom and lemon bloom, rose attar and the drowsy perfume of the heliotrope, commingle in an enchanted atmosphere. The gold of our oranges, the purple of our grapes, the Indian summer flush of peach and plum fill the eye with delight wherever the vision falls. For every happy resident and for each welcome visitor this land is like the lines of Poe:

"A green isle in the sea, Love,
A fountain and a shrine,
All wreathed in fairy fruits and flowers,
And all the flowers were mine."

A Far Reaching Voice.

In its great annual Midwinter Number, The Times, as the largest newspaper in the world, published in the best city in the greatest section of America and the earth, desires not so much to congratulate the people of the Southwest upon their happiness and progress as to acquaint the people of all other sections and lands with the beauty and comfort, the prosperity and opportunity, of the blessed country to which we give voice.

Los Angeles the Globe's Moving Picture Center.

MILLIONS IN IT.

LOS ANGELES, the moving picture stage of the world!

Imagine a theater whose stage contains thousands of acres, whose actors number ten thousand, and whose production of plays averages half a million a year. That's Los Angeles and environs, the biggest theater in the world

quarters here. The Selig company and the Universal are among those mentioned as intending to bring their entire business to this country.

The great ranches where big pictures are produced are of unique interest. In a moving drive across one of these you are likely to chance upon big armies of cowboys riding madly to the exigencies of a frontier tale, or you meet a band of fierce Indians, or glimpse

offs for the protection of actors and cameramen in the taking of wild-animal pictures. Here handsome buildings of reinforced concrete in the rambling mission style house a great zoo containing some thousand wild animals, including elephants, camels, bears, lions, tigers, panthers, monkeys, zebras, ostriches, and birds of every description. The Selig company is the owner also of a unique plant consisting of a great park of forty acres almost in the heart of the city.

The plant consists of a huge stage, a carpenter shop, large property room, developing and printing rooms and houses for the cowboys and employees, while a village of

thousand acres, mostly foothill country and beach. Its beautiful curving beach line is two miles long. Within its limits are wonderful canyons and streams, wooded hillsides, picturesque trails, and sheer cliffs.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

The Bungalow Drug Company.

Southern California's distinction as the home of bungalows is a matter of world renown. There are multitudes of these artistic structures here; but in all this nature-favored land there is but one bungalow drug store. At Fourth and Hill streets is an establishment just two months old which is correctly called one of the show places of the Southwest. The Bungalow Drug Company has been guided by progressive men on radical lines and the dreams of the owners have been more than fulfilled. The front section of the store is the last word in drug store arrangement, having every thought to convenience and adhering to the lines its name suggests. It is, however, in the rear that the crowning feature is revealed. Broadening to double the dimensions of the drug store proper is the Bungalow Grill. Here will be found telephone service, women's rest room, women's shoe-shining parlor, lounging room and musical entertainment.

The walls of the grill booths are of red brick with an inner roofing of red tile. Handsome mission tables and quaint hickory chairs complete the artistic setting. Rich oriental rugs are lavishly used on the floor. More than fifteen girls are on hand to serve the patrons, and courtesy is their constant aim.

The kitchen is a model for efficiency and quickness, and has every phase of sanitation that it is possible to obtain. Since the opening of the grill on November 1, 1914, it has had a rapidly growing trade, being taxed to capacity at regular dining periods. A chef of more than ordinary skill is employed, and the service is as good as culinary art can give. Its location in the heart of the city's business section enables it to count among its patrons scores of business men who find it inconvenient to go home for lunch. The grill service is continuous, though, and rare is the occasion when several tables are not occupied.

The Bungalow Drug Company is a corporation with Frank Burke, president, and L. L. Bradford, secretary. These men give the establishment their personal attention, and it is due to their keen foresight and broad vision that such remarkable success has been achieved. No one can have seen Los Angeles until one has made a visit to this delightful place and passed through the fairy-like drug store to the grill beyond, where rich music and richer viands are in store. It matters not how busy the proprietors are, they always have time to show the wonders of their place.

FRANK L. & WM. M. LOFTUS.

Here is a firm that has made a radical departure from the present day methods of doing business. It is not constantly seeking the very cheap and inferior goods to sell at a low price. Its aim is to secure the very best obtainable and charge a moderate profit. No firm in the Oriental rug business today stands higher in the estimation of the buying public. It knows that a satisfied customer means additional new business.

Years of travel in the Orient and in the study of museum and best private collections have given the Loftus firm members a knowledge attained by a limited few. In marking their rugs in plain figures and selling at one price they give the purchaser a confidence they cannot feel with those who are willing to sell at various prices. Every rug in their stock is accurately classified. No attempt is ever made at misrepresentation. They have taken a second floor in preference to paying the high rents which is necessary to those occupying main floors. This item alone permits them to mark their rugs much below their competitors. There has never been under one roof in any store on the Pacific Coast a stock so large, nor one where the connoisseur may with such certainty find the rug he is seeking. This is a large statement, but a visit to their establishment at No. 729 South Broadway, second floor, will convince you that the statement is correct.

You will find no regrets if you purchase your Oriental rugs from Frank L. & Wm. M. Loftus.

PEOPLE'S CLOAK AND SUIT HOUSE, INCORPORATED.

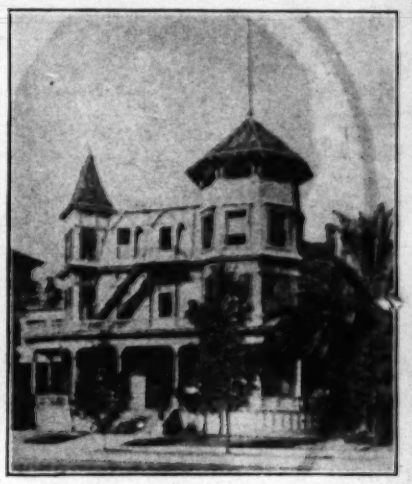
Whenever a concern trading on an installment basis successfully competes with other firms in its line which sell for cash, there is an underlying cause for the achievement. The People's Cloak and Suit House, situated at No. 937 South Broadway, performs this difficult trade feat and has ample reasons for the accomplishment.

Pre-eminent among the facts responsible for this establishment's success may be cited the satisfaction given to all customers, the making of alterations without additional charge, unstinted courtesy to purchasers, and the easiest arrangements for credit afforded in the city.

The house makes a specialty of ladies' suits and coats, and men's suits and overcoats. The stock is obtained from the highest class firms in New York by a skilled buyer who spends four months in the East each year making selections. A large stock of extra sizes is carried, and the wants of the most exacting purchaser can be served.

Rapid growth of business recently forced the house to move from its former quarters in the Wilcox building to its present location and increase its force to forty employees. The firm does not advertise, for the reason that it does not have to. It has hundreds of regular customers who have been won by fair treatment, and these direct to the house others who in turn become permanent patrons.

NATUROPATHIC INSTITUTE AND SANITARIUM OF CALIFORNIA, INCORPORATED.



The Naturopathic Institute of California, incorporated, is situated at No. 1319 South Grand avenue, was founded by its present president and general manager, Dr. Carl Schultz, fifteen years ago and has grown into a large institution. Dr. Schultz is 64 years old; has been the pioneer and is called the Father of Naturopathy in California, which honor he declines, saying that nature cure is as old as time, and that he has simply studied every branch of it and combined what he thought best in practice.

The treatment at the institution consists of diet, exercise, rest, electricity, massage, physical culture, osteopathy, chiropractic, spondylo-therapy, orthopaedic surgery, suggestion, non-poisonous herbal remedies, and every form of hydrotherapy, which includes electric light, hot air, vapor, sun, herbal, needle and all medicated baths, also the Nauheim baths. Hydrotherapy, massage, and in fact all branches of drugless healing are taught and a training school for nurses is maintained at the institution.

The establishment is equipped with the best in every respect. The lower floor is entirely taken up by offices and treatment rooms. The sun baths, considered the best in the State, are on the second floor, and the patients' rooms are all outside, sunny and steam heated.

Other officers of the institution are Dr. August Greth, secretary and superintendent, and Dr. Elmer A. Clarke, consulting physician, Dr. Schultz being president and general manager. All three are licensed physicians of the State, and have practiced their profession for nearly thirty years. They are well known in this and other States.

Ventura—The County Magnificent

One of the most famous of California's counties is the wonderful and productive Ventura. The story of the past, present and future of this county, where rich and productive lands and properties combine to create wealth for the pioneers and later residents, reads typically of our own Golden State.

Ventura county is one of the more notable of California. It is one of the really historical and interesting parts of this wondrous Southland, noted as it is for its early-day romances and tragedies, as well as for its present growth and permanent prosperity.

This is a land of beautiful valleys and protecting foothills; has a great diversity of surface, rising from almost the ocean level. The boundaries of the county are the Pacific Ocean and the mountains, with numerous and magnificent valleys producing abundant and profitable crops and prosperous cities and towns.

Ventura county has an area of 1878 square miles, or about 1,185,704 acres. Some 600,000 acres are assessed, and the value of country real estate is assessed at $15,665,190, while the improvements thereon are valued at about $1,500,000. City and town lots of the county have an assessed valuation of nearly $2,000,000, and the improvements thereon of $1,500,000. Assessed valuation on personal property of the county is about $3,000,000. The total value of all county property as per assessment is about $25,000,000. The value of railway and steam roads in the county is assessed at $2,709,000.

The county of Ventura is situated on the Pacific Coast in the older and more established section of Southern California, immediately adjoining the county of Los Angeles. The county has about fifty miles of sea frontage on the shores of the famed Santa Barbara channel, and ocean steamers of the smaller class touch regularly at the port of Ventura and at Hueneme, three miles from Oxnard, the home town of ex-United States Senator Thomas R. Bard, one of the more notable factors in the development history of the county.

The county embraces within its area every variety of soil found in California, and, while snow falls on the mountains in the winter in the extreme northern portion, the breath of the frost rarely reaches the rich and productive section where the fruit ripens in the valleys. The melting snows supply the rivers and creeks that run down clear from the high mountains with pure water for domestic and irrigation purposes. This county produces in the extensive range of its fertile acreage the most magnificent lemons in the world, choice juicy oranges, famous lima beans, great quantities of sugar beets, one-third of the walnut crop of the State, olives, all kinds of deciduous fruits, thousands of tons of hay and grain, honey and every known vegetable product grown in this rich semi-tropical country. The palm and the fern grow side by side with the citrus and deciduous fruits and vegetables.

The lima bean crop reaches the enormous total of some 30,500 tons annually, and there are produced some 200,000 tons of sugar beets each year. The lemon crop is about 13,000 tons per year and the orange crop about 3200 tons. More than 1800 tons of finely-flavored English walnuts of the soft-shell variety add to the revenues of Ventura county.

The educational system and advantages of the county are unsurpassed. The public school system of the county is acknowledged to be among the best regulated in California. Each institution is maintained at the highest standard, and pupils graduating from the high schools are admitted to the State's universities on their diplomas without examination.

There are forty-eight school districts, including those in the incorporated towns, and the school buildings are handsome and conveniently appointed for the comfort of pupils and teachers. School is held in nearly all districts ten months in the year, and there are representative high schools in Ventura, Oxnard, Santa Paula and Fillmore. In the larger schools and in the high schools manual training and business courses are included. The boys and girls of Ventura county are given every chance at the beginning of life, and newcomers have nothing to worry about from the educational standpoint.

Churches of all denominations are provided to watch over the spiritual and moral welfare of the elder folks, and the social elements are of a high and superior class. The ministers are men of exceptional education, and the churches set a high standard in Ventura county.

The transportation advantages are excellent. All sections of the county are reached by the Southern Pacific Railroad from Los Angeles and San Francisco. Transcontinental trains pass each way daily through the leading cities and towns of the county. A branch line operating to Los Angeles by way of Saugus gives access to the valley on the north side of the Santa Clara River. Another branch runs from Ventura to Nordhoff, in the Ojai Valley. These lines make connections for Santa Paula and that section.

Ventura county has in the county seat, the city of Ventura, a magnificent new $250,000 Courthouse, completed in 1913. This beautiful building towers on the foothills overlooking the city, in plain view from the passing ships on the ocean and railway trains as a monument to the enterprise of the people of the county. The building is 280 feet long by 95 feet wide, and is one of the most modern in the State.

The great $18,000,000 State Highway along the coast section traverses Ventura county, and the boulevards and magnificent bridges attest the popularity and substantial strength of the various agricultural and fruit-producing sections of this county. The scenic features along the routes of travel are superb in their magnificence.

There are many interesting cities, towns and rural communities in the county, varying in population from 3000 persons to several hundred, Ventura, the county seat, being the largest city. Next is Oxnard, with Port Hueneme as an important aid in its development. Santa Paula ranks third with its lemon and oil industries. Fillmore next, followed by picturesque Nordhoff, Camarillo, Somis, Moorpark, Simi City, Saticoy and Montalvo, as well as smaller communities.

Hueneme is an important point, situated three miles from Oxnard, and known as an interesting steamer and water shipping point. Hueneme was founded by Thomas R. Bard, ex-United States Senator, a representative figure in Ventura county developments. He has a magnificent new mansion in the center of a fifty-acre estate near Hueneme, and has large holdings of land in Ranchos Simi and Las Posas in the southeasterly part of the country.

San Diego's Beautiful Show a Mighty Achievement

ROMANTIC, TOO.

THE Panama Canal is an accomplished fact, the dream of Spaniard, of Frenchman, of American achieved. The argosies of the Atlantic are brought to Pacific ports. The American West is opened to the world, and its mighty resources are on the threshold of development, today barely started.

To celebrate the completion of the canal and the dawn of the new West, California holds in 1915 two great expositions, the Panama-Pacific at San Francisco and the Panama-California at San Diego, the Exposition Beautiful. San Diego's is open from the day of the canal's opening, New Year's, to New Year's of 1916, a full year of extraordinary features, as extraordinary as its mighty landscape and as its mighty occasion. It is the new type of exposition, with spectacular achievements of man, strongest in their use of the achievements of nature in this land of loveliness and Spanish romance.

Over the great Harbor of the Sun it looks, the harbor into which sailed the caravel of Cabrillo nearly four centuries ago. Over the deep canyons it is reared, canyons which merge with fertile valleys of orange and olive and grape, stretching back to the snow-capped peaks of the Sierras and the table-lands of Old Mexico, eighteen miles to the south. Over the divide lies the back country, the empire of tomorrow, where Opportunity is King.

* * *

PERPETUAL JUNE.

Climate is there, a climate which knows no frost in winter and no severe heat in summer, thanks to the steady sea breeze, no protracted rainy season, no gales nor other storms. It is June the year around, and thereby is possible the all-year exposition. Thereby is possible the most gorgeous floral display the world has ever seen. Thereby is possible the groves of orange and lemon and peach and apricot, its vineyard, its tea plantation, growing along the Alameda, supplying some of the astonishing features of the year. Solely because of climate San Diego is able to maintain its great "painted desert," where the red men of a dozen tribes live, and the villages of other peoples, to throw 250 acres of its great space into parking and gardens and lawns, to make the outdoor exhibits dominant, to hold its spectacular special events, the carnivals and fiestas of the ancient red races of ten and twenty centuries ago.

Traditions it has—the traditions of the old Spanish days, the days of the padres, when the missions were built along El Camino Real, "The King's Highway," with the first, San Diego de Alcala, erected in the Old Town of San Diego. And there are the earlier traditions from the days of the conquistadores, gleaming in the haze of nearly four centuries ago, 1542, when Cabrillo came. These memories are embodied in the Spanish buildings which cover the high mesa, reconstructed missions and cathedrals and palaces such as Cabrillo and his sailors must have dreamed of.

* * *

SCENERY TRIUMPHANT.

And scenery is triumphant, not alone the mighty scenery of rolling sea, of canyon and crag, of hills and valleys in bloom and harvest times, which one sees from the mesa, but the glorious scenery of the country to the north and east, a country of lofty peaks and far-stretching forests, of vast glaciers, of unfathomed lakes, of rivers rushing between towering walls, which even the giants could not have built, of the desert country with its wild scenery of sand and cactus, and sand and sage, and sand and painted rock, and always sand, with here and there an irrigated pueblo district ablaze with the pink and crimson and purple blooms of the new fruit. The gates of Europe are closed today and the American tourist is westward bound. For a hundred thousand men and a hundred thousand women 1915 will be another year of discovery, as important as the discovery of 1542, for these new voyagers will discover that European sights are insignificant in comparison with the mightier sights of the American West. The expositions at San Diego and San Francisco, sister expositions, which complement each other and duplicate nothing, are important, not alone in themselves, but in furnishing for 1915 special lodestones—and special rates—which will draw the East out to the Coast and enable the hundred thousand and more to see the greatest of nature's masterpieces.

You have longed to see the spots where Achilles fought and Leander loved, where Aeneas traveled, where Alfred or Clovis reigned, where Thor's hammer rang or Wotan's thunder pealed, you have read of El Cid, of Shorab, of the heroes before the Pharaohs and Mahomet, of the rites of Vishnu and Zoroaster—know you that the ancient peoples of the western continent had a history and a mythology as rich as any of these? Know you that as the Incas were the greatest builders and the Aztecs the great warriors, the Mayas were the peers in art of their contemporaries of 2000 years ago? Know you of Quentzalcoatl and his exploits? Know you that in the last decade discoverers have learned a vast amount concerning the mighty races of red men who went out of existence centuries ago; that explorers for the Smithsonian Institution and the School of American Archaeology and the San Diego exposition have uncovered an cient cities and brought to the exposition for first exhibit the priceless relics they found?

* * *

HISTORIC PAGEANTS.

In the great Plaza de Panama, at the center of the exposition grounds, just off the mission structure where some of the best ancient Indian exhibits are installed, will be presented throughout the year a series of pageants taken from the ancient ceremonies of Aztecs and Mayas and Toltecs. Experts have made a detailed study of the old rites from original sources, have compiled a series of three score pageants of most dramatic episodes, have designed costumes with accuracy, have trained the principals carefully in the steps of the ceremonial dances, and the chorus in the musical accompaniment, and will direct the most important pageantry display in the history of revivals of this character. It is a fitting climax to the extraordinary series of atmospheric wonders which have risen from the haze of picturesque traditions of ancient and medieval and post-medieval days in the western world.

* * *

THE PAINTED DESERT.

Similar in spirit is the dispay which is called the "Painted Desert" at the north end of the amusement street, the Isthmus, the San Diego successor to the old-time Pike and Midway. With rock brought from Arizona and New Mexico, with desert cedar and cactus and pinon wood, with the labor of white men and the more important labor of the red men themselves, has been transplanted to the exposition the life of the American Southwest. No ordinary Indian village is this, but a large tract cut by a mesa in which are cut the habitations of the cliff dwellers, below it on one side the "hogans" of the Navajos and the other nomadic tribes; on the other the towering pueblos of the Zunis and Hopis.

In the cool crevices of the rock the Navajo women are working, weaving their rugs and blankets, the children carding and sorting the colored wool. On the roofs of the adobe dwellings the pueblo Indians are shaping their pottery and hammering out their silver and copper ornaments. In the sacred "kivas" the braves are stamping furiously in their dances such as their ancestors danced long before the coming of the white man. They are building new hogans and new adobe houses and tearing them down again to move elsewhere in the desert. They bring their wares into the trading post at one side, near the corral where their goats and cattle are kept, near the other corral where stand the pack animals.

* * *

AMUSEMENT FEATURES.

Down the "Isthmus," with its 5000 feet of frontage, are other striking amusement features, some bordering so dangerously on the educational that there is peril of the gay tourists acquiring information when he thinks he is only being entertained. Several thousand feet of possible frontage was refused because the prospective concessionaire had nothing novel to offer, and the original plan for a mile of clean, genuine entertainment was carried through. San Diego claims the best amusement street in the history of world's fairs. It is along the "Isthmus," too, that the principal restaurants are located—restaurants whose prices are controlled by the exposition, whereby extortion is prevented. In similar manner the exposition has placed the leading hotels and apartment-houses of the city under bond to maintain a regular-price schedule, and again extortion is made impossible. The exposition's public service bureau supplies full information about accommodations.

* * *

INDUSTRIAL EXHIBITS.

In the big Spanish buildings along the Prado are assembled the principal industrial exhibits. Here, too, has been carried out a new idea, whereby there is an effort to make each exhibit interesting. They are not competitive, but there is one exhibit from each industry, the best exhibit obtainable, and, instead of showing the product of this or that manufactory, there is shown the process of manufacture—not a carpet, but the making of a carpet; not a metal utensil, but the making of that utensil, so that products which are seen every day, and in themselves are not particularly interesting, are made interesting by study of how they are made.

The Japanese exhibit in the Foreign and Domestic Arts Building, for example—separate from the garden and pavilion of Japan and Formosa beside the botanical gardens—is not an idle array of silks and lacquer. It is an array of Japanese artists and craftsmen weaving their hemp, embroidering their marvelous silks, carving their exquisite woods and ivories. The Russian peasants are at work at their Koustarnyi arts. The Italian craftsmen are at work at their cameos and glass-cutting. There is the same spirit in the other buildings, more or less marked, with everywhere the effort to show movement and progress, something a bit out of the ordinary. In the case of the outdoor agricultural display there is an equally sharp difference between this new type of exposition and the old-type world's fair.

* * *

MACHINERY IN ACTION.

The man who saw the exhibit of agricultural implements in the past saw a great hall of machinery, where the different machines stood idle. Unless the visitor was something of an expert he studied nothing, and experts were so few that the bulk of the visitors fairly ran through without pause. There is a display of agricultural machinery at San Diego, but the bulk of it is displayed in an open field, up and down which move the giant tractors, the plows and cultivators, the reapers with the power of a hundred hands. And the man who would not spend a minute looking at the old-style exhibit will look for a long time at the new style. The man who is entirely unimpressed by the sight of a sheaf of wheat or a sack of rye flour, is very much interested in seeing how the wheat is sown and cultivated and harvested and finally brought to the consumer by the most improved methods. If he is a farmer he will see how modern progress has simplified his work. If he be a city man with leanings toward the land he will see for the first time what modern invention is doing to help him on his way. If he has a definite desire to go back to the land, a determination to leave behind him the dust and noise and tension of the city, he will for the first time see exactly what conditions he has to cope with.

These implements, usable only on large tracts, too large for the men of small strength and small capital who must need to get back to the land? Well, then, a man of that sort can walk down the Alameda and encounter a five-acre tract, where peach, and cherry, and pear, and apricot and walnut trees are bearing, and beneath them row after row of vegetables, planted thickly, bearing in profusion, getting the results that would do credit to a tract four or five times as large under old-style farming methods. It is the model intensive farm, after the style of the thousands which have sprung up in the West and are giving their owners a good living, a good surplus, health and happiness. The fruits, the vegetables, the poultry yard, the grapevine, supply most of the wants within a few rods of the bungalow at the center.

* * *

MODEL FARM HOMES.

The model bungalow? Well, that is for the wife of this prospective farmer, for the problem of keeping the farm boy on the farm is no more serious than keeping the girl on the farm. That potential farm wife is going to see that just as machinery has cut down the labors of the farmer of a generation or two ago, so it has removed the drudgery which fell to the lot of the old-time farm wife. She is going to see that the progressive farmer can supply his wife with most of the conveniences to be found in the city apartment. And they are both going to see something else—that if one farm of five acres will pay, so will an adjoining small farm, a couple up the road and across the road; in other words, that a community will spring up and that there must follow good roads and schools and churches, and more or less social communication. In short, the days of drudgery and isolation are gone, and the most potent arguments against the back-to-the-land movement are shattered.

Many people will go to the Coast in 1915 with the idea of settling there eventually. If they wish information they can get it in plenty in the State buildings and the valley buildings on the lower plateau. If the visitor is interested in a particular exhibit of alfalfa which he sees he can be shown exactly where it was grown. He can learn the soil analyses in that section, the condition of settlement, the proximity of water supply, the market facilities. In an hour's study he can learn as much without stirring from the building as he could expect to learn by laborious travel through the country itself. The whole display is of interest to that man, but of just as much to the man who intends to farm elsewhere. It is an education in agriculture in the East, the West, the North and South, everywhere.

ORANGE TREES ABLOOM.

Across from the model farm is the orange display—not a stack of oranges as at previous world's fairs, but a portion of the great citrus orchard where orange and lemon and grapefruit and kumquat are blooming and bearing, trees selected from the best orchards of California and brought to the exposition as the most graphic display of the great industry. The memory of the exquisite fragrance of the citrus blossoms lingers long with the man who never reveled in it before. The sight of the oranges growing in reach of the hands lasts as long.

Adjoining is the tea exhibit, not one of boxes and cases, but of tea plants growing and bearing, brought over from Ceylon in care of Singalese nurserymen, who remain to tend the plants, to gather and cure the leaves and turn them over to the Singalese girls for serving the beverage in the little building at the center of the plantation. Across the way is the indoor and outdoor display of the largest agricultural implement company in the world—which has made the largest exhibit, including a special orchard of its own for the demonstration of its orchard machinery.

Down the Alameda lie the outdoor exhibits of other industries, still showing the processes by which they extract their oils or their other products. There is the first outdoor automobile show in history, made possible by the climate, which allows an all-year outdoor display.

* * *

A STORY OF PROGRESS.

The industrial display is of genuine importance for the reason that it is concerned primarily with the great Southwest, a section which is already producing enormously, yet which is barely tapped. The great land areas with near-by water supply will be developed soon as farms, and among them will spring up communities large and small, and not only will goods pour out of that section, but goods will pour into them for the comforts of the people who dwell therein. In the swift transformation of the desert into the garden lies a mighty sermon, not alone for the farmer, but for the merchant, for the manufacturer, for the railroad man, for the banker. There is opportunity in plenty in the American West. It is the land of opportunity, and, among other things, the San Diego exposition tells about it, not with oratory nor paintings, but with crops, with reports and statistics which speak more convincingly and need no brush to be impressive. The message of the new West is too big to be delivered from any platform. That new West is being opened fully for the first time by the completion of the Panama Canal, officially opened on January 1, the day of the opening of the San Diego exposition, overlooking the Harbor of the Sun, the first port of call. Seven weeks later comes the opening of the Panama-Pacific at San Francisco, 500 miles to the north. The Coast is alive to opportunity, and the East will be awakened to it by the twin expositions.

* * *

OLD SPAIN'S MAGIC CITY.

High on the mesa stands the magic city of old Spain of Which Cabrillo and Vizcaino dreamed and which Junipero Serra unconsciously started, a city reached over a majestic approach, whose piers, supporting the quarter-mile structure, rise from the pool 135 feet below in the canyon. Once past the approach, and within El Puerto Grande, the turmoil of a twentieth century tidewater city is stilled, the hum of industry is forgotten, the present disappears and the romantic past of Spanish California returns. A plaza before a cathedral upon whose stone steps one expects to see a procession of Franciscan friars tread. A mission whose heavy carved doors might have been placed there by Fray de Ascension.

Another arched gate, and the long stretch of El Prado, lined with lawns and acacia, with a long arcade stretching its full length, overgrown with roses or clematis or with the blazing bougainvillea which clambers up to the mission bells, to the domes or the towers where a thousand pigeons coo. A portal opens the way to a quiet patio whose silence is broken only by the fountain playing softly below a rug-draped balcony. A troubadour strolls lazily through a thick bosque. There is a laugh, the click of castanets, the thrum of a guitar, and out from a pergola dashes a troupe of Spanish dancing girls, bright skirts awhirl in a wild dance of Aragon. Twentieth century? It is hard to pull oneself back to it, for it is wondrous sweet to dwell in the romance of the old days, to peer down the cloister and try to see the shadowy shapes of the conquistadores creeping up the dell from their caravel at anchor in the harbor of the sun.

No other land has quite that atmosphere. No other land has the romance and lazy dreaming of this sort. No other land has such splendor of waving palms and slim acacias and lofty eucalyptus.

The Bungalow Drug Company.

There is a firm that has made a radical departure from the present day methods of

FRANK L. & WM. M. LOFTUS.

NATUROPATHIC INSTITUTE AND SANITARIUM OF CALIFOR-NIA, INCORPORATED.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

Los Angeles the Globe's Moving Picture Center.

MILLIONS IN IT.

LOS ANGELES, the moving picture stage of the world!

Imagine a theater whose stage contains thousands of acres, whose actors number ten thousand, and whose production of plays averages half a million a year. That's Los Angeles and environs, the biggest theater in the world.

Southern California is naturally suited to motion picture production, as its vast stretches of uncultivated foothill country, its big deserts and picturesque shore lines lend themselves ideally to the dramatic setting of great spectacular plays.

The climate, too, is especially propitious to the taking of pictures in nearly every season. In some cases, as in that of the Lasky Company, glass studios have been built in order that pictures may be taken at any time of year.

The growth of the industry has been almost incredible. Only three years ago there were but four or five companies, putting on inferior plays with nameless actors. Now there are about fifty studios in and about Los Angeles, housing anywhere from two companies to fifteen, as in the case of the Universal. In the days of the nameless pioneers all actors received $5 a day, no more, no less, no matter what the quality or scope of their work. Today the biggest stars in theaterdom are entering the field, the Los Angeles studios having secured many of them, with salaries that range dizzily into the thousands per week.

Vast strides have been made also in the sort of productions given. Whereas a few years ago the cheapest and wildest melodrama, badly acted and staged carelessly with faked scenery, was the rule, now great faithfulness to detail is the practice in the staging of pictures. When filming "The Rose of the Rancho" the Lasky Company paid $10,000 for water-color sketches of costumes by an artist who made several weeks' careful research in order that the actors might be correctly dressed.

But it is not alone in taste and realism that the making of pictures has made great strides. All the domain of the dramatic has been invaded for artistic subject. Classic drama is staged elaborately, and even the realm of the psychological has been invaded, as in case of David Griffith's adaptation of an Edgar Allan Poe poem in "The Avenging Conscience."

While the business departments have in most instances been located in the East, it is rumored that some of the largest companies with big producing plants in Los Angeles will also make their business headquarters here. The Selig company and the Universal are among those mentioned as intending to bring their entire business to this country.

The great ranches where big pictures are produced are of unique interest. In a morning's drive across one of these you are likely to chance upon big armies of cowboys riding madly to the exigencies of a frontier tale, or you meet a band of fierce Indians, or glimpse a crowd of actors in quaint costume and make-up for a tale of bygone Spanish days, as in case of Lasky's "Rose of the Rancho." Or you will come to life in a foreign country; for you may happen on an oriental village, complete in every detail, from the bazaars with their queer picturesque junk to the camels in the streets, as was the case in the Cairo streets erected by the Selig company for the production of "The Carpet of Bagdad." Or it may be ancient Greece you encounter in the temple-crowned hills shown in "Damon and Pythias," produced by the Universal. Or you may find yourself on the battlefield of the Civil War, with thousands of soldiers fighting very realistically around you, as in the case of David Griffith's recent masterpiece, "The Clansman."

The Lasky ranch, recently purchased, lies on the lovely slope of the San Fernando Valley foothills, and contains 500 acres of the most beautiful country in California. But the ranch really consists of 1500 acres, for the company has the right to range at will over a thousand additional acres of adjoining government land. Two well-known dramatists have charge of the directing of the big plays which are being produced, namely Messrs. Cecil and William De Mille. Only plays of the highest class are being done here, including the late Belasco successes, and some of the best known actors of the day, including David Warfield, Mrs. Leslie Carter, Edith Taliaferro, Maude Adams, Frances Starr, Dustin Farnum, Marguerite Clark and others are being negotiated with or have been secured for the production of their successes.

With the recent entrance of Mr. Oliver Morosco into the moving picture world, it is said there is now no great theatrical success which cannot be secured for moving pictures.

Universal City, out in the San Fernando Valley, about two miles beyond Los Angeles, owns 500 acres and is erecting great buildings of brick and cement, comprising factories, offices, a huge stage, hotels, restaurants, libraries and homes for the cowboys, Indians and ranch employees. Here the fifteen companies belonging to the Universal will do all their work. The place is a regularly incorporated city with its own Mayor, Chief of Police, police officers and other functionaries, most of whom are actors. There is a huge zoo containing several hundred wild animals and a specially patented cage with big runways and shutoffs for the protection of actors and cameramen in the taking of wild-animal pictures.

The Selig company is the owner also of a unique plant consisting of a great park of forty acres almost in the heart of the city. Here handsome buildings of reinforced concrete in the rambling mission style house a great zoo containing some thousand wild animals, including elephants, camels, bears, lions, tigers, panthers, monkeys, snakes and others, many of rare breeds. Here a vast stage is erected and there are big stretches of lawn on any one of which an oriental or a classic city may be built at will. A big part of this park is to be opened to the public next year, and W. N. Selig is employing a sculptor to decorate the entrance and mold fountains and statuary. Besides this big park the Selig company owns a large and artistically built plant in Edendale, Los Angeles, containing a stage and developing and printing rooms.

David Griffith's company, the Reliance, Mutual and Majestic, has some great improvements in contemplation so far as the physical aspects of the work are concerned. Mr. Griffith is contemplating the building of a factory to do the entire positive developing and printing in this city.

One cannot speak of the development of moving picture production without speaking of David Griffith, whose genius has been universal in its results, and whose significance is far beyond the physical in motion pictures. He was the first to conceive the idea of the five or six-reel production of great plays, featuring well-known artists of the stage. He was also one of the first to introduce realism instead of faked scenes. He it was who adapted the different modes of photography and applied them to moving pictures, such as the "close-up," the fade-out, the cut-back, the silhouette and other effective picture methods. And in his "Avenging Conscience" Mr. Griffith struck a new note and gave a new meaning to moving pictures, for it is a story of subtle psychological import, and achieves what a few years ago would have been thought impossible, the laying bare of the workings of the soul and mind of a man.

The Bosworth Company, Inc., is the owner of one of the finest motion picture producing plants in the West. The buildings and stage are entirely of reinforced concrete and the dark-rooms, developing-rooms, offices, dressing-rooms, stage, etc., are fitted with unusual mechanical appurtenances which make greatly for efficiency. The company is planning great things connected with the production of masterpieces in motion pictures, including all the Morosco successes, and involving the services of some of the greatest American stars.

The Thomas H. Ince Film Company has the largest moving-picture ranch studio in the world. It is located at Santa Monica, at Port Los Angeles, and consists of eighteen thousand acres, mostly foothill country and beach. Its beautiful curving beach line is two miles long. Within its limits are wonderful canyons and streams, wooded hillsides, picturesque trails, and sheer cliffs. The plant consists of a huge stage, a carpenter shop, large property room, developing and printing rooms and houses for the cowboys and employees, while a village of tents houses the Indians, who live in their native state and according to their ancient customs. There is also a mission church faithfully reproduced and a Dutch village for picture purposes.

A hotel is to be built shortly for such actors as desire to live at the studio instead of going back and forth to the city.

The company is soon to incorporate as a town, the government already having given a permit for the establishment of a post-office. There are 400 people at the studio, including actors, directors, Indians and other employees.

The Masterpiece company, with Max Figman and Lolita Robertson as stars, and Mr. Figman as director, is considering the purchase of a fifty-acre ranch just outside Los Angeles, on which to stage the Williamson stories, which have lately been secured by the company. The company already has a splendid plant and a large stage in the heart of the city.

The Favorite Players, with Carlyle Blackwell and Ruth Hartman as stars, are putting on the Richard Harding Davis plays, and have a fine plant in Edendale.

The Balboa Company has a large picturesque ranch studio by the sea where are staged some of the loveliest of the sea film stories.

From a business standpoint, Mr. Selig tells me that the motion picture industry is the fourth greatest industry in the United States. About 80 per cent. of the motion pictures made in this country are made in and about Los Angeles.

Two million dollars are invested in Southern California in film-producing plants, and the annual pay roll is about $7,000,000. This includes the salaries of employees as well as directors and actors, and the running cost of plants. It is figured that the returns from sale of films made in and about Los Angeles amounts annually to about $25,000,000.

The biggest returns from any individual pictures made here are said to be those from "The Escape," made by Mr. Griffith, and "The Spoilers," made by the Selig company, the returns on each to date being about $350,000.

Thousands of people are employed in the crowds used in the production of the pictures, the largest number ever working in any picture produced in Southern California being those in Mr. Griffith's production of "The Clansman," who totaled up, including soldiers, negroes and Ku-Klux men, to the huge figure of 14,000.

GRACE KINGSLEY.

Airships and Mountain Homes in the Southland.

A FORECAST.

SOME DAY it may be convenient for even the business man of the city to have his home perched far up toward the top of some precipitous mountain. It may be made to nestle there on some jagged point like the nest of an eagle. It may be even a veritable castle, far more picturesque in setting than are any of those romantic and crumbling castles of the Old World. Instead of the dignified front lawn of the city home, its foregrounds may stand edgewise—the sheer face of a mountain side. And it then will not be necessary for him to reach that home by wearily climbing some mountain trail. A bird-like aircraft will instead carry him back and forth from his elevated ledge, as safely and more swiftly than his motor car bears him to and from his suburban home today.

"A fanciful dream," many may say of this. And perhaps it is. But the dreams of today, no matter how fanciful, often become the realities of tomorrow. Not many years since, even within the memory of the most of us, the "horseless carriage" seemed as far from common practicability as the aircraft does today. And all that a score of years has done for the former may also be done for the latter.

But let us carry our chimera a little further—imagine the picture as it would then appear, to us in California, for instance. Dotting the sides and summits of our mountains would be innumerable homes, not like the "caves of Saitama" of Japan, but of charming architecture, surrounded by gardens of the wild. Of a morning the purplish haze of the canyons and valleys would be fairly alive with crafts winging their way toward the city—like sea gulls darting forth from their roosting place in the cliff by the sea. At night they would come gliding back in a steady stream—like huge birds homeward bent, seeking their nests among the crannies.

Eventually the city of Los Angeles may spread over all the lowlands from the mountains to the sea—which is our dream—but long before we shall ever become crowded for residential districts there is little doubt but that our mountains will come to the rescue. Verily, even the budding generation will possibly produce real estate agents who will be selling acre homesites on these mountain peaks. And charming homesites they will be, indeed, when transportation facilities shall have become possible.

Mountains are very much the same the world over. The peaks of some ranges may tower to greater heights than those of others, and may be of somewhat different formation, geologically speaking; but in the main their charm is the same. All possess the same alluring qualities—dizzy heights, pure, rarefied air, elevated glimpses of verdant valleys. Certainly our own mountains of Southern California do not suffer in the general comparison. Nowhere else can we find mountain climbing a greater pleasure. In easy access to Los Angeles lie innumerable trails that entice one to delightful views — trails that wind hither and thither, ever onward and upward, sometimes through clumps of straggly old trees, and often over extremely narrow places that hug the wall of a sheer cliff where a misstep would mean a fall of perhaps a thousand feet. There are even places where narrow foot bridges are more necessary in order that one may hang, virtually like a fly, to the perpendicular walls.

From some commanding summit it is indeed an entrancing panorama that one beholds, and a panorama that changes its beauty every season of the year. In summer one most often finds the scene spread before him bathed in a bluish haze that leaves all distant objects indistinct. The far-away peaks can be but dimly seen, and the fields and vineyards and orchards lying far beneath slumberously reposed, as if overspread by filmy gauze. The nearer crests, though softened by the same atmospheric tint, may be studied in detail, and even a glimpse of some gurgling rivulet may be discerned far down in the near-by canyon. In the distant valleys it may be a sultry day for Southern California, but here the air is crisp and invigorating.

In winter there are the snow-capped peaks that stand out in the dazzling sunlight, with the amethyst sky for their background, while in the pastel-colored valleys spreads a picture of the tropics. Clouds, luminously white, may even float far beneath the peaks, creating a billowy sea, wherein the cone-shaped summits of the mountains stand forth like tiny islands.

Moody indeed are the mountains; and it is mainly because of this moodiness, this inconstancy, that one always finds them attractive. And it is good for the soul, now and then, to hobnob with them, to become intimate with nature's great handiwork, to feel oneself in the very apex and zenith of the Universe. It is too bad that more of us in Southern California do not avail ourselves of the opportunity. To become a member of the "knights and ladies of the alpenstock" here is an easy matter. Many Americans go all the way to the Alps of Europe to find little or no more than we possess at a distance of only a few hours, perhaps shall even possess within our very gardens some day, when the dream of the perfect and inexpensive airship comes true.

CHARLES ALMA BYERS.

Homecoming.

I watched an old square-rigger making port,
With tedious tacks the busy tide defeating;
A breeze-flung shuttle, weaving ever short,
And nearer home before each new retreating.
From noon, until the dropping of the sun
Left heaven deserted but for evening's star,
I watched her patient striving till she won
The safety of still water past the bar.

She had been long from land and seemed to seek
Her rest within the harbor as if spent
With all the travail of the sea; so weak
And weary seemed she as she slowly went,
With dropping sails, toward the quiet shore,
That in the rattle of her anchor chain
I thought I heard her sob because, once more,
The good earth held and eased her of her pain.

ALFRED HUSTWICK.

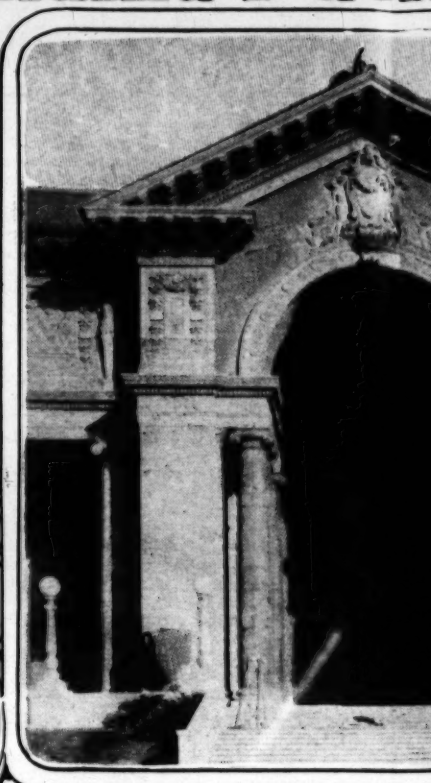
Erect a Monument

To the memory of the men who rubbed with the finger of faith the lamp of Aladdin and made this city a municipality first on the Pacific Coast. They have journeyed into the sunset, but their works do follow them.

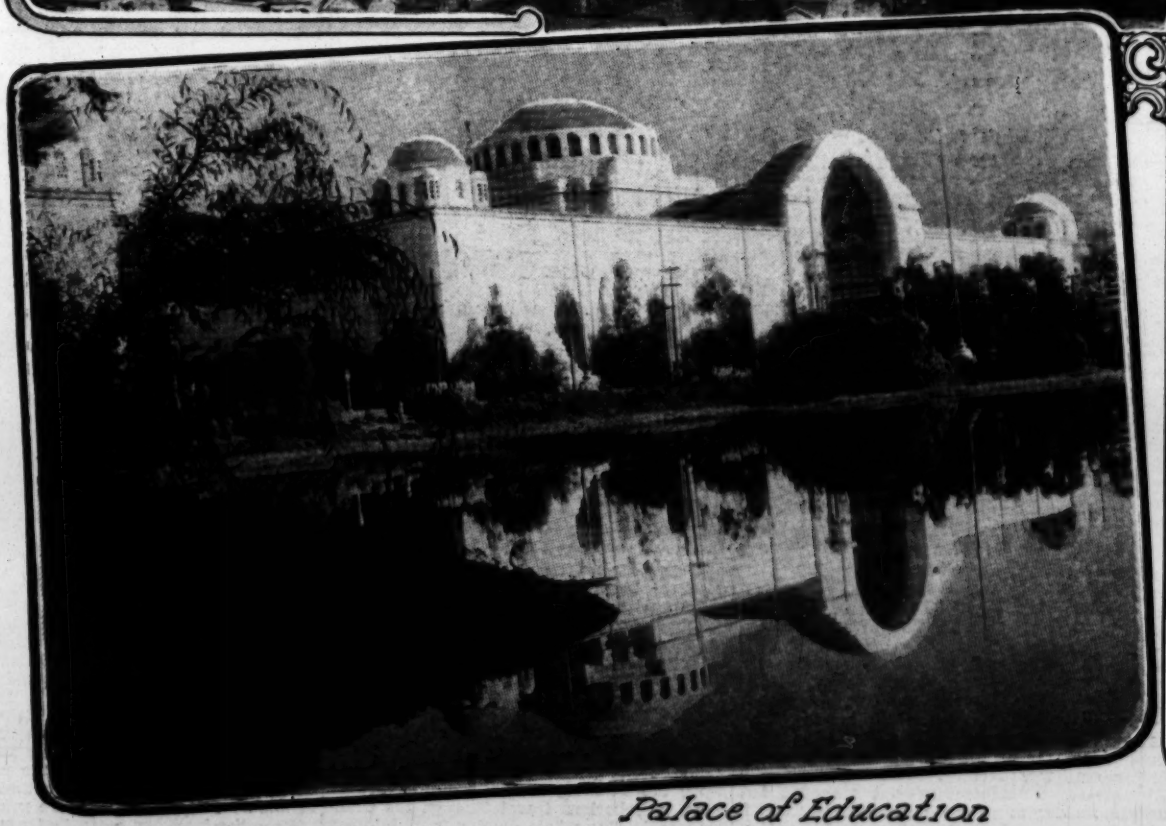
Mr. Murray M. Harris, a well-known Los Angeles capitalist, is President of the Pacific Motor Coach Company. Its main offices are 701-703 Story Building.

Birdseye view of Panama-Pac

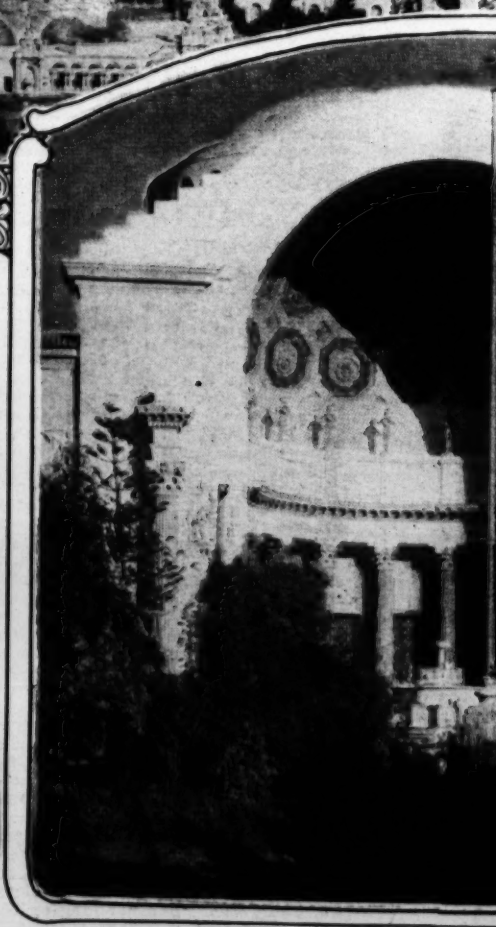
The Court of the Four Seasons.



Entrance to Pal



Palace of Education



The Dome of

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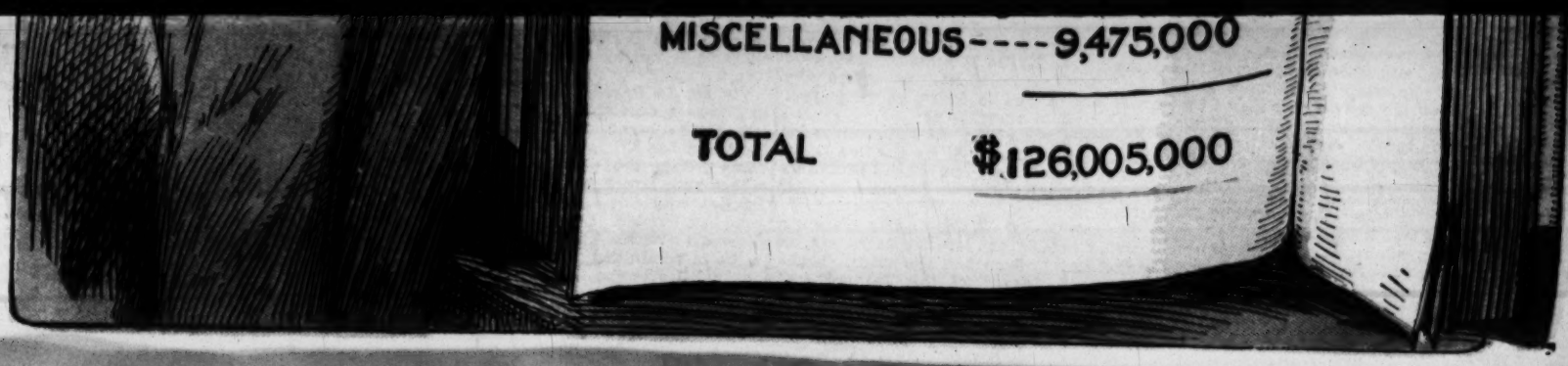
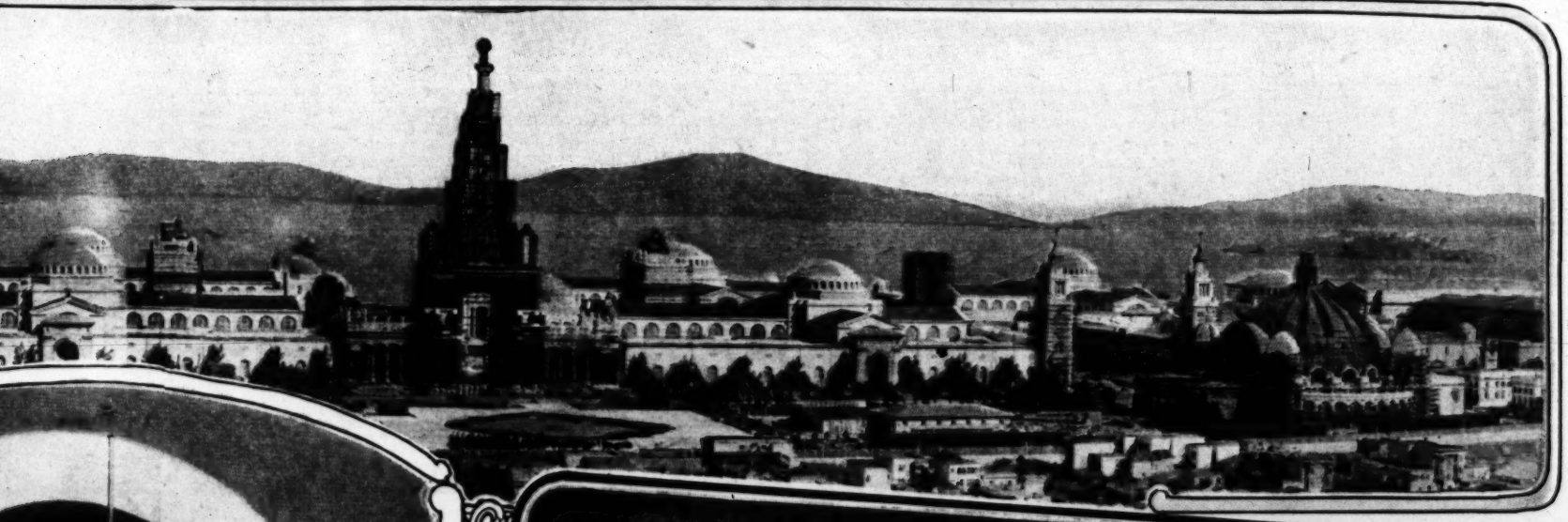
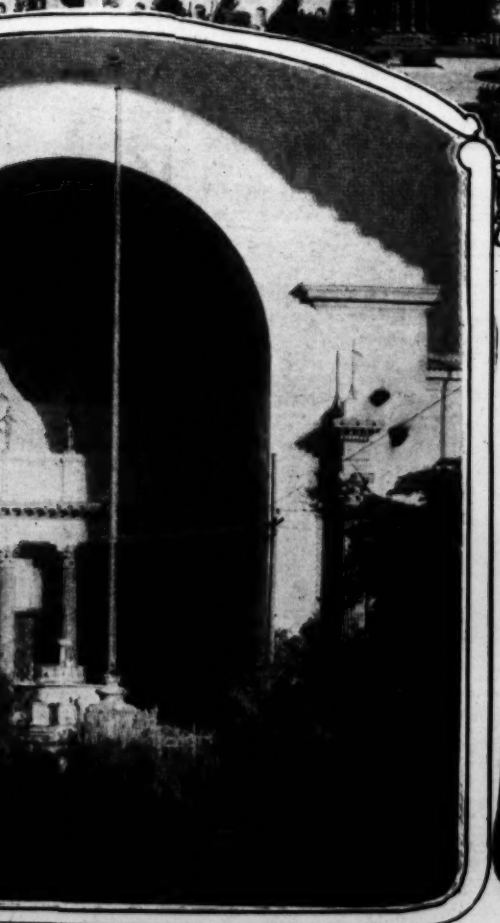


Pacific Exposition at San Francisco.

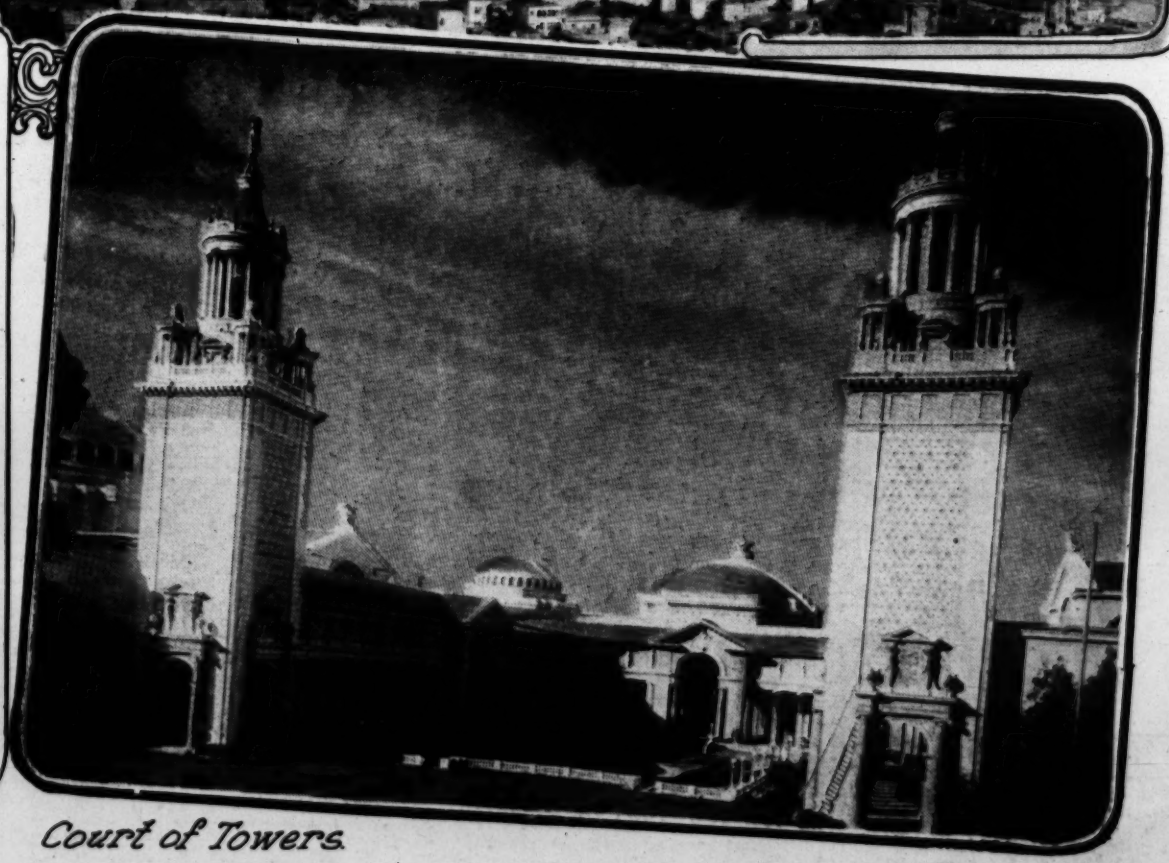
to Palace of Arts.

Palace of Horticulture.





ne of Philosophy.



Court of Towers.

All Pictures Copyright 1914, by Panama-Pacific International Exposition Co.

The Pacific Motor Coach Company

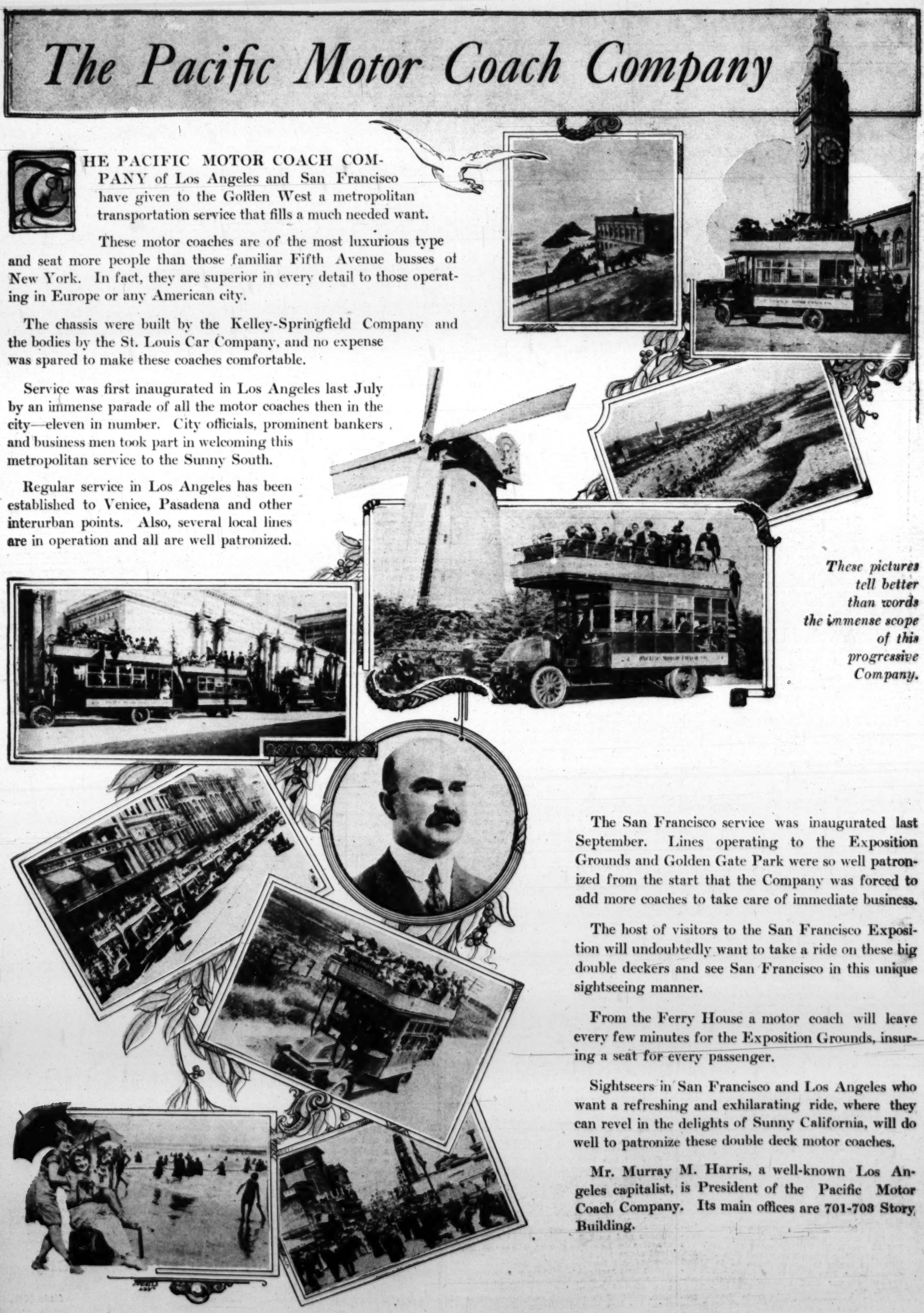
THE PACIFIC MOTOR COACH COMPANY of Los Angeles and San Francisco have given to the Golden West a metropolitan transportation service that fills a much needed want.

These motor coaches are of the most luxurious type and seat more people than those familiar Fifth Avenue busses of New York. In fact, they are superior in every detail to those operating in Europe or any American city.

The chassis were built by the Kelley-Springfield Company and the bodies by the St. Louis Car Company, and no expense was spared to make these coaches comfortable.

Service was first inaugurated in Los Angeles last July by an immense parade of all the motor coaches then in the city—eleven in number. City officials, prominent bankers and business men took part in welcoming this metropolitan service to the Sunny South.

Regular service in Los Angeles has been established to Venice, Pasadena and other interurban points. Also, several local lines are in operation and all are well patronized.



These pictures tell better than words the immense scope of this progressive Company.

The San Francisco service was inaugurated last September. Lines operating to the Exposition Grounds and Golden Gate Park were so well patronized from the start that the Company was forced to add more coaches to take care of immediate business.

The host of visitors to the San Francisco Exposition will undoubtedly want to take a ride on these big double deckers and see San Francisco in this unique sightseeing manner.

From the Ferry House a motor coach will leave every few minutes for the Exposition Grounds, insuring a seat for every passenger.

Sightseers in San Francisco and Los Angeles who want a refreshing and exhilarating ride, where they can revel in the delights of Sunny California, will do well to patronize these double deck motor coaches.

Mr. Murray M. Harris, a well-known Los Angeles capitalist, is President of the Pacific Motor Coach Company. Its main offices are 701-703 Story Building.

Birdseye view of Panama-Pacif

Los Angeles Times—Part IV.

Annual Midwinter Number

32 PAGES. JANUARY 1, 1915. PRICE 10 CENTS.

The Land of Big Crops and Big Money

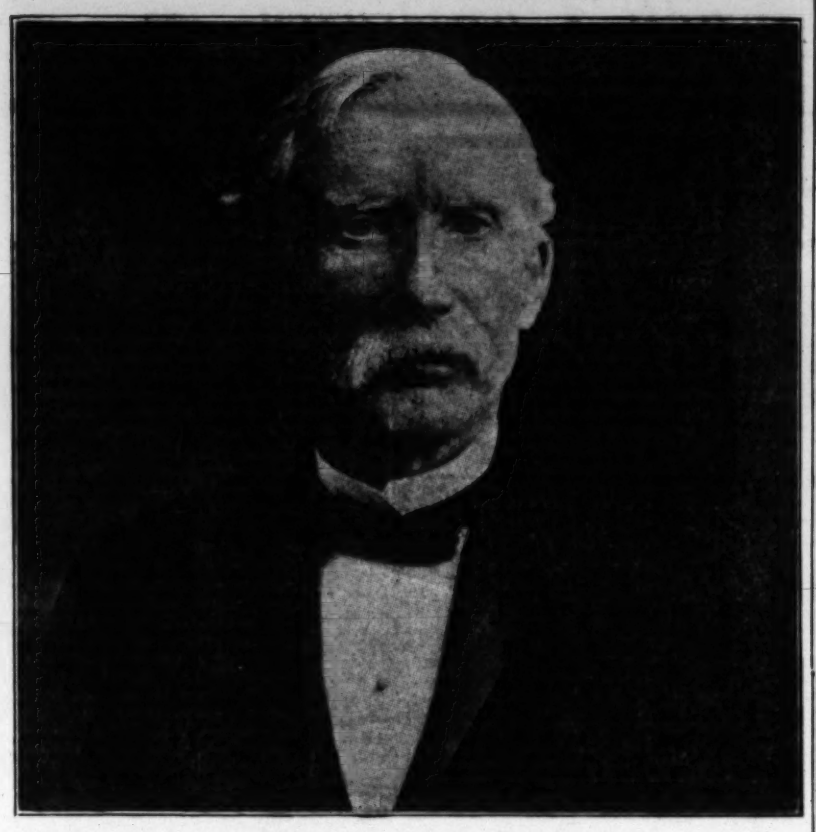
LEDGER

SOUTHERN CALIFORNIA CROPS
1914

BEANS	$4,250,000
BUTTER	4,000,000
CABBAGE	125,000
CELERY AND CAULIFLOWER	900,000
CHEESE	175,000
COTTON	1,530,000
EGGS	1,500,000
FLOUR	5,275,000
FRUITS	35,000,000
GRAIN	3,725,000
HAY	4,225,000
HIDES	2,500,000
HONEY	200,000
CATTLE AND MEATS	12,000,000
MELONS	1,500,000
NUTS	3,000,000
OLIVES	5,500,000
ONIONS	125,000
POTATOES	1,000,000
POULTRY	5,000,000
SUGAR	14,000,000
VEGETABLES	11,000,000
MISCELLANEOUS	9,475,000
TOTAL	$126,005,000

cific Exposition at San Francisco.

Edwin W. Sargent



Perhaps one of the most notable men of the Southwest, who has been for many years a leading factor in aid of the growth, development and expansion of Los Angeles as a city of homes, health and opportunities, is Edwin W. Sargent. He is a representative attorney practicing at the bar of this city and before the courts of California and the United States, and is better known throughout legal and land title circles as "the Father of the Land and Title Business of Los Angeles."

Mr. Sargent is the man in California who has done more to originate and perfect certificate of titles in realty transfers than any other. With his associates he introduced and established in Los Angeles a system that has since won national recognition because of its simplicity, perfection and strength in courts of law, where it is recognized as the final word in land and real estate titles.

The adoption of the system by the Los Angeles Abstract Company in 1887, and its continuation among other prominent abstractors, has made it a feature of realty transactions. Mr. Sargent was one of the organizers of this abstract company. He was also one of the original organizers of the Title Insurance and Trust Company, and served with that company as its attorney, paying particular attention to the title department.

In 1895 he retired from the company and organized the Title Guarantee and Trust Company, of which he is now vice-president and attorney, one of the strong and notable institutions adding to the prestige and developments of Los Angeles. His residence in Los Angeles during the past twenty-eight years covers the period of this city's and Southern California's greatest growth and expansion. The companies of which Mr. Sargent was a factor in their organization and conduct during the past quarter of a century have been and are yet important factors in the progress and growth of this city. They are headed by big, brainy men and employment is given to large staffs with heads of departments and clerical experts, under whose able direction the volume of business and patronage shows a steady increase from year to year.

The title guarantee business of this city is one in which millions of dollars' worth of property is constantly being examined, searched out and titles determined. The real values of all property hinge on such examinations and their responsibility and reliability, and it is in this notable field that Edwin W. Sargent has won his career of achievement and interesting individuality and personality. He is indeed entitled to the honor and recognition so fittingly bestowed upon him as "the Father of the Land Title Business of Los Angeles."

Mr. Sargent is also prominent in legal and professional circles; is a member of the Masonic Order, Knights Templars, Shriners, and of the Los Angeles Athletic and Jonathan clubs. He is one of the real workers of Los Angeles who has steadily, quietly and persistently co-operated with every meritorious movement that has had for its object a larger, greater and more substantial Los Angeles as a city of opportunities inviting the people of the world to come here and live.

He fully appreciates and understands the attractions and inducements of this wonderful section of California in which he has taken such an active part during the past twenty-eight years, and he never lets an opportunity pass to boost in his own unostentatious, yet very effective way, in behalf of this growing metropolis of the great Southwest.

Edwin W. Sargent is a native of Wisconsin; was born at Oregon, Dane county, August 15, 1848. After graduating from the public schools of his home section he attended the University of Wisconsin. Here he was matriculated in the liberal arts department in 1868. He later entered the law department of the University of Iowa, at Iowa City, graduating with a law degree in 1874. He next opened law offices and began practicing at Denison, Iowa. He remained in that town for five years, establishing a good practice and making many friends by his sincerity of purpose. In 1879 he moved to Atchison, Kan., where he established a lucrative practice, specializing in land titles. Mr. Sargent's ability along these lines won for him a prestige that had much to do with his future career.

In 1886 he moved to Los Angeles, lured to the Golden State by the "call of the West." His title practice in the East, which had made him familiar with and an authority on such subjects, led him to investigate the title guarantee fields of Los Angeles and Southern California. His investigations convinced him that here was his opportunity. He at once began the formation of an organization that would give a guarantee with a title to land. His plans and ideas were successfully carried out and he established a new prestige for Los Angeles that has since become one of its semi-historical and more important features in all land and title transactions.

Edwin W. Sargent is one of the pioneers of this firmly-established city who expects to revel in the delights and pleasures of Los Angeles when the city has its 1,000,000 population.

YELLOW ASTER MINE.

One of the more notable of the great producing mines of Southern California is the Yellow Aster, a pioneer property owned by the Yellow Aster Mining and Milling Company, controlled by Los Angeles parties, including Dr. Rose L. Burcham, one of the five original owners of this celebrated property, and the only one remaining alive.

The locators of this rich and semi-historical mine and adjoining properties, consisting of forty-two patented mining and water claims in Kern and San Bernardino counties, were John Singleton, Charles A. Burcham and Fred M. Mooers, all of whom have since passed away.

The mines of this company, headed by the Yellow Aster, have produced some $7,500,000 bullion, which has been shipped, and more than $1,250,000 has been paid to the stockholders in dividends, the remainder going to develop ore bodies and for operating expenses and permanent improvements.

Extensive improvements and developments are now under way on the group of claims. The property has been electricised throughout, and during the past six months many innovations have been installed, including a new lift pump to take care of the water problem more satisfactorily, and additional plates have been attached to the 100-stamp mill.

Numerous laboratory tests have been made by experts with the intention of increasing the output at less cost, and they are testing out a de-watering plant of the most modern kind, from which great results are anticipated. This later work is handled under the personal direction of J. H. Farrell, consulting engineer, and C. H. Fry, superintendent, officials of the company who are tireless workers for results.

In the operation of the Yellow Aster properties about 180 men are given regular employment, making this one of the more important properties in the California mining fields.

The general business interests of the company are handled from the Los Angeles offices, under the management of the board of directors of the company, whose offices are located at No. 312 Coulter building, on Broadway.

The Yellow Aster group lies in a mineral zone of Kern county. The general trend is from the southeast to the northwest, from the tungsten and stringer districts on the south to the great Radamacher on the north. This includes the old El Paso mining district, the scene of the earliest operations in that portion of the desert of Southern California. The Yellow Aster property has the distinct record of having been worked continuously from the time of its discovery down to the present, with the exception of three months in 1903, when there was a temporary shut-down because of labor troubles.

One famous shaft of this great gold property leads to what is known as the "bridal chamber," so-called because of the glorious golden dividends that have been paid from its productions.

CLAUDE SCOTT HAMILTON.

Claude Scott Hamilton, general sales manager for the Los Angeles Investment Company, although well known all over the Pacific Coast, is comparatively a new man in Los Angeles. During the past twelve months he has accomplished as much, or more, in the suburban development of this city than any of his competitors. He is the creator of "Master Truth and Sister Ruth," one of the cleverest advertising series ever presented in the Los Angeles papers, and is considered one of the brightest organizers and trainer of salesmen on the Pacific Coast, and is first, last and all the time a real, energetic and enthusiastic booster for the city of Los Angeles.

CROWN COLUMBIA PAPER CO.

One of the large and steadily expanding paper institutions of Southern California, with an extensive trade throughout this section and the entire Southwest, is the Crown Columbia Paper Company, No. 839 San Fernando street. The general headquarters and principal plants of the company are in San Francisco. The Los Angeles house is operated under the direct personal management of S. R. Smith, one of the best-known paper experts of the West, who has aided in building up a splendid trade and prestige for his house.

A specialty is made of handling orange and lemon wrappers for the citrus trade, the company turning out more than a car each day of printed fruit wrappers, adding an important feature to the industrial life of Los Angeles.

This company has recently consolidated with the Willamette Paper Company, and the new name of the company will be the Crown Willamette Paper Company.

CAFE DE PARIS.

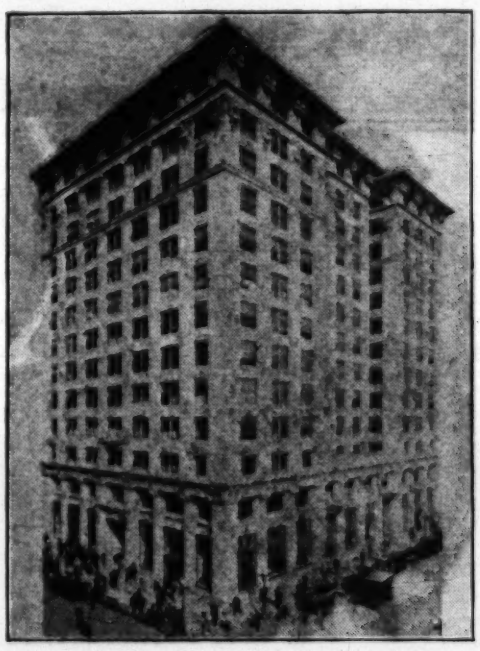
For many years the name of Frank E. Zucca and his Italian and French table d'hote dinners have been identified with cafe and hotel life in Los Angeles. He is familiarly known as proprietor of Cafe De Paris, Nos. 401-407 North Los Angeles street, one of the real Bohemian resorts of this city, noted for its varieties.

Frank E. Zucca conducts a modern hotel and cafe. A specialty is made of serving $1 meals for 25c, Sundays and holidays 35c, including wine, soups and five courses. Business lunch is served from 11 to 2 and dinner from 5 to 8. Special attention is extended dinner and theater parties, banquets, etc.

Many representative people have frequented Cafe De Paris, and Frank E. Zucca is making special preparations to entertain large crowds during exposition year.

ALBERT LEE STEPHENS.

One of the leading lawyers of Los Angeles is Hon. Albert Lee Stephens, City Attorney, who is representative in public, professional and private life. He was born in Indiana January 25, 1874, and came to this city when a young man. He received his education at the public schools, afterwards graduating from the College of Law, University of Southern California, with honors and an L.L.B. He was admitted to practice in Los Angeles in 1899 and practiced alone for a few years until the admission of his brother, J. E. Stephens, after which he practiced with him under the firm name of A. L. & J. E. Stephens. In 1907 he was elected Justice of Los Angeles township, retiring in 1910 to resume practice of law. He has served as Civil Service Commissioner of Los Angeles, and is now City Attorney.



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Los Angeles Investment Company

Occupying entire half of the ground floor of above building. Owners of Rodgers Park and College Tract, two of the best and most reasonably priced subdivisions in Los Angeles. Headquarters for a "Home" on easy terms. Other departments for your convenience, attached to the Los Angeles Investment Company are a free rental department, an insurance department, a loan department, and an information bureau. It will be a pleasure to attend to your business kindly and courteously in any of the above departments.

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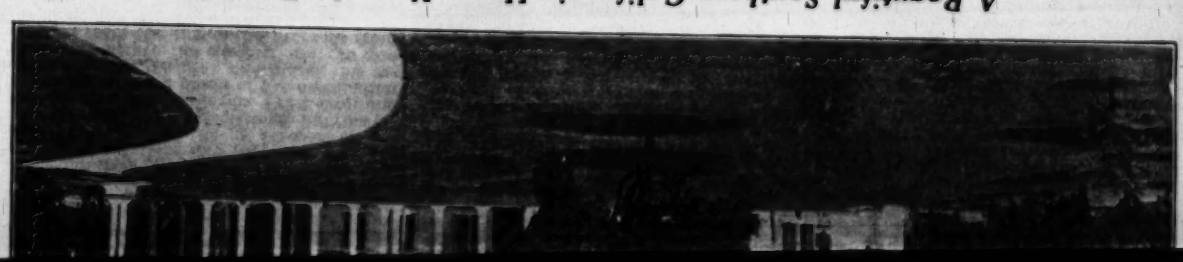


LOS ANGELES, THE BILLION DOLLAR COUNTY

LOS ANGELES COUNTY, outstripping even its own tremendous progress in the past, has grown rapidly in every direction in 1914. It is a billion dollar county in more respects than one. The State Controller's 1914 figures fix the assessed valuation of the county at $849,991,595. This is about half the real valuation. The Los Angeles County Auditor places the value of property of all kinds in this county January 1, 1915, at more than $1,500,000,000. Los Angeles city valuation alone is close to the billion dollar mark. Its bank clearances for 1914 were $200,000,000 in excess of a billion dollars. Los Angeles county, according to carefully compiled statistics, taken from official records, is the richest county in the United States in point of value of its farm property and its agricultural products.

The county has grown in 1914 in population, buildings, extent of agricultural development and along many other lines but its most notable advance has been in upbuilding its industrial and maritime business. Thirty new factories were built in Los Angeles last year and 100 new manufacturing industries were established. Harbor improvements, rapid as they have been, have hardly kept pace with the increased demand for shipping facilities. Business at the harbor has doubled in the past five years, and with the opening of the canal and extended trade relations it seems certain that it will double again in less than five years. The bringing of a vast amount of water from the Sierra Nevada mountains through a $25,000,000 aqueduct was completed in 1913. Last year the consummation of a plan to put the water to profitable use was aided by the formation of a district comprising approximately 100,000 acres of the San Fernando Valley. Half the surplus water available from the aqueduct flow will be in use this summer on these lands, returning a profit on the investment and adding greatly to the county's resources by the increased value and productivity of its territory.

Pasadena.

BEAUTY AND WEALTH.

TO CELEBRATE the victory of the centuries, the completion of the Panama Canal, State, county, city and township, each will play its part worthily, but none with more enthusiasm and few with more assurance of pleasing than the Crown City of Pasadena.

Her name and fame have already gone forth into all lands; wherever Los Angeles is known, Pasadena is talked about. Every visitor to one or both of our great expositions will give Los Angeles a leading part in the programme, all those who make Los Angeles a stopping point will include Pasadena in their itinerary.

The Crown City is prepared to exhibit herself in her best bib and tucker to please the tens of thousands who will come here to see whether the reality comes up to their expectations. The essential features of this before everything else the city of homes and gardens will be displayed at their very best through the united efforts and zeal of her hospitable citizens.

Pasadena has taken time by the forelock. Already entertainment committees have been formed, not only by the Board of Trade, but also by the Overland and the Valley Hunt clubs, the Elks and other social orders, to act as hosts to numerous guests and friends in the year of 1915. In proportion to the number of its inhabitants, Pasadena owns more automobiles than any other city in the world. The wealth invested today in her motor cars alone would twenty years ago have bought the site of the whole business section of the present city. Nearly every owner has volunteered the use of his car for those who wish to see thoroughly and comfortably the varied beauties of the city and its surroundings. Special efforts are being made by the various committees to see that the supply of automobiles equals the demand.

In connection with this sight-seeing it is worth while to consider the perfect roads for motoring of which Pasadena is the hub, located as it is almost at the foot of the mountains and within easy access of the sea.

Over 300 miles of oil macadam or asphalt roads have been constructed in Los Angeles county connecting [illegible] cities, and all these roads [illegible]

lightful motor car rides can be taken into the mountains or away to the beaches from any of the Crown City's spacious hotels or splendid homes through varied scenery of mansions, villas and bungalows, perennially-blooming flower gardens, past orchards, orange groves and vineyards. Along the foothills, from La Canada to the Mt. Wilson trail, is some of the finest scenery in Southern California, all within an easy hour's reach of the center of the city over the Foothill boulevard.

In a land where outdoor life is one of the leading features, country clubs are naturally numerous and well patronized.

The oldest and best known of Pasadena's pleasure resorts is the Annandale Country Club on San Rafael Heights, just west of the city limits. It has a membership of over 500, mostly Pasadenans, who can show their eastern visitors some good samples of golf as it ought to be played. The eighteen-hole course is picturesquely laid out on rolling land along the Arroyo Seco.

On Oak Knoll, within sight of the famous Huntington Hotel, the old Pasadena Country Club has some excellent tennis courts and a comfortable clubhouse. Tournament Park is the scene of outdoor sports and recreations all the year round. Here the Polo Club has its headquarters, and frequent matches are held, in which the best native and foreign polo players participate. The British polo team which visited Pasadena last year considered Tournament Park the most ideal polo grounds they had ever played upon. Special attractions will be programmed for Tournament Park in honor of our Panama-Pacific celebration.

North of the city, within easy reach by the Pacific Electric cars, is the new Altadena Country Club, nestling in the shadow of the Sierra Madre Mountains. This club boasts another excellent golf course and tennis courts, and is becoming every year a more popular resort.

Of course, one of the chief attractions for our eastern visitors will be the fine boulevards, elegant homes and wealth of flowers and shade trees for which Pasadena is justly famous.

The gardens of the Crown City are worth crossing oceans and continents to see, so varied and profuse are the trees, shrubs, plants and flowers of this favored spot. Hedgerows and fuchsias growing along the eaves of two-story buildings, brilliant poinsettias twenty feet high, roses, bougainvilleas, daphnes, flowering in January; streets lined with pepper, camphor, magnolia, palm and acacia trees—this is one part only of the floral and horticultural decorations of Pasadena.

The home of the greatest millionaire or the humblest mechanic is equally adorned by the co-operation of man and nature. The sunken gardens of Adolphus Busch and Hewlett C. Merritt are the Mecca of all sightseers. Flowers are always to be found in bloom in favored Pasadena.

As a city of great hotels and unrivaled caravansaries Pasadena suggests especially fine fare for the wayfarer. Many such will be seeking accommodation throughout Southern California during exposition year. The Crown City is known far and wide for its immense tourist hosteleries, such as the Huntington, the Green, the Maryland, the Raymond and La Casa Grande. But it contains besides dozens of other smaller places well run, well equipped and well attended.

Another unique feature of Pasadena is her "bungalow-court" system, where dozens of artistic and beautifully-gardened cottages offer comfortable quarters to suit all purses. So popular is Pasadena now as a tourist resort that in a double decade her hotel facilities have grown from 1,"0 to 10,000. The Maryland, unfortunately burnt to the ground last spring, has been rebuilt along the same lines of architecture, but more spacious and more beautiful than it was originally.

In speaking of new buildings here, it is not out of place to mention the handsome half-million-dollar postoffice, now well on the way to completion, with a front of solid marble and a broad sweep of white marble steps. It is a temple such as would have delighted the Corinthians or Athenians of old, and is worthy of artistic Pasadena of today.

Visitors to Pasadena, then, in 1915 will find here a substantial city with a boundless future based on a progressive past. Pasadena has 121 miles of paved thoroughfares within the city limits, lined everywhere with street rows of shade trees and flanked with fair homes, great and small, proud or humble. Orange Grove and South Marengo avenues have called forth expressions of admiration from artists and beauty lovers all over the world.

Pasadena has twenty-four graded public schools and the buildings and most [illegible]

churches, a public library of its own building containing 45,000 volumes, one large and handsome theater and five smaller ones; an excellent electric car system connecting through Los Angeles with every part of the Southwest; its own municipally-owned water and lighting and power plants, and has eleven banks with deposits of $15,000,000.

* * *

SOUTH PASADENA.

South Pasadena, city of comfortable homes, beautiful streets, pretty parks, flourishing churches and ideal schools, has made the greatest progress the past year in public improvements ever made in the history of the city. Improvements just completed or under way amount to $353,000. Building operations amounting to nearly $300,000 during the same period swell the total to more than $650,000.

About one year ago $200,000 in bonds were voted for an internal sewer system. The contract was let in two parts—the first, which was for 15.8 miles, has been completed at a total cost of $52,000. The second contract, which is still under construction, has had ten miles completed to November 1, the expense to that time being $25,000. As soon as the contractors had the sewer ditches open, property owners began putting in sewer laterals. This work is still going on, and when completed more than $30,000 will have been spent for laterals alone.

As South Pasadena is the meeting of the ways of Pasadena, Los Angeles, Alhambra and the cities of the San Gabriel Valley lying to the east, at the beginning of the year the City Trustees determined that this city should be second to none in the improvement and care of its streets. The first to receive attention was the paving of the approach to the Arroyo Seco bridge near the Cawston Ostrich Farm, thus eliminating railroad and street car crossings, 2050 feet at an expense of $12,000. An asphalt concrete pavement has been laid on Monterey Road from Pasadena avenue to Fair Oaks avenue, total length 1.12 miles, the expense of this road amounting to $30,065.13. At a total expense of $70,414.89, Fair Oaks avenue has been paved its entire length from Columbia street south to Huntington drive, a distance of 1.34 miles. The street was paved with a five-inch concrete base, covered with a one-inch asphalt binder. The paving of this avenue [illegible] two distinct

GLENDALE.

GLENDALE, the city of homes, abounds in beautiful woodland retreats and drives, including Griffith Park to the west and Verdugo Park to the north, where giant live oaks and sycamores form an almost impenetrable canopy and shade. While nearly all lines of business are carried on in Glendale, so almost all the needs of the home can be supplied here without leaving Glendale, still this city is not an industrial center, but pre-eminently a city of homes. Several film companies have studios here; the clear atmosphere, the packing-houses ship annually large quantities of citrus fruits from the ranches surrounding the city. Several film companies have studios here; the clear atmosphere, the all-year-round sunshine, the varying scenery, the mountain peak, Orchard Camp and the half-way house. Artists carry their sketching ma-

on this trail one never tires of the rapidly-changing view and the varied color of the surroundings orchards and towns miles below. Many cottages dot the landscape on the mountain peak. Here, also, is situated a large hotel and the headquarters of the Mt. Wilson observatory. On an average, 100 persons a day make this trip from the base of the mountain in Sierra Madre to the peak. Pack trains of burros are constantly met hauling supplies to the top. Most of the climbers go afoot, using the burros for the less robust or to carry their outfits. Several stopping places en route are to be found, such as the quarter-way house, Orchard Camp and the half-way house. Artists carry their sketching ma-

EAGLE ROCK.

Six miles from the business center of Los Angeles, to the northeast, lies the little city of Eagle Rock. It is one of the prettiest suburban homesites in Southern California. It takes its name from the historic bird rock, showing a huge eagle with outspread wings on its front. No prettier foothill homesites abound anywhere, and the altitude of 600 to 1200 feet above sea level makes it a healthy place to live in. The city was incorporated as of the sixth class in 1911, and the population has more than

the erection of an annex, which now affords ample room for the Sabbath school, Philathea and Baraca classes.

* * *

The attention of homeseekers and investors has been turned toward this beautiful residence community, situated on a plateau overlooking the sea, midway between Los Angeles and Venice. This has resulted in the erection, during 1914, of more than a score of new residences and several business houses. The opening of National boulevard through to the sea will mean much to

the drilling in of two new wells during the past year means more acreage of garden products, and for the dairying industry, of which this is the center hereabouts. A project for the erection of a fertilizer factory, which will cost in the neighborhood of $50,000, is taking shape.

* * *

W. H. DAUM.

What W. H. Daum has done for Los Angeles and vicinity in an industrial and manufacturing way is a most interesting subject at this time, and especially so in this big exposition and Midwinter Number.

There is perhaps no single individual in the city of Los Angeles who by years of experience and close study, has better fitted himself for the position he occupies in the commercial and industrial world of the Pacific Coast than W. H. Daum.

This able man of affairs was for years industrial agent for the Atchison, Topeka and Santa Fe Railway Company. During that time he became intimately acquainted with all of the resources and needs of the Southwest generally, and of Los Angeles and vicinity particularly.

Mr. Daum has been a resident of Los Angeles for eight years. During this time he has been instrumental in interesting and securing for the city and immediate vicinity a great many manufacturing concerns, some of which it has been necessary to completely finance.

Among the more notable and representative institutions which he has supplied with manufacturing and industrial sites during the past two years are the following: Griffin Car Wheel Company, Pacific Coast Planing Mill, Pacific Tank and Pipe Company, Pinney & Boyle Co., Alfalfa Feed Milling Company, L. Kaufman Company, and the American Brakeshoe and Foundry Company.

These organizations, with their large forces of laborers, extensive plants and equipment, have been located in the manufacturing town of Vernon, where Mr. Daum and associates invested heavily about five years ago, when Vernon was known as a small agricultural community. At the present time, however, the wealth of Vernon factories totals millions of dollars.

The property acquired by Mr. Daum and associates in Vernon has been extensively improved with railroad trackage and transportation facilities, natural gas and crude oil pipe lines direct from the Kern county oil and gas fields, hydraulic electric power—in fact, everything that the modern manufacturer needs—and it is all situated three and one-half miles from the heart of the city of Los Angeles.

Vernon has several electric car lines, 5-cent fares, level and well-paved thoroughfares to all portions of the district and connections with all of the boulevards that radiate from the city of Los Angeles and to the harbor. This land and property in Vernon are known as the holdings of the Factory Site Company, of which Mr. Daum is manager.

Mr. Daum is also interested in the largest close-in warehouse and wholesale property in the city, and has supplied over 100 representative concerns with land in the industrial territory in the vicinity of Sixth street and Santa Fe avenue and south of that street to the Vernon city limits. This property is known as the Standard Leasing Company's holdings.

His method of procedure is original and slightly different from the average real estate man, inasmuch as he handles only property that he owns or is interested in, and instead of naming the terms that he must have on a piece of property that he wishes to sell to a manufacturer, wholesaler or warehouse man, he finds what the needs of the user are and endeavors to meet all of the conditions of the business so as to make it possible for the business man to make a success of the enterprise or business he engages in. Mr. Daum considers the success of the wholesaler's and manufacturer's enterprise to be far above the simple sale or lease of the piece of real estate and the profit to be derived therefrom.

He is also interested in the subdivision of residence property in the west and southwest part of the city, and in Hollywood; is vice-president and manager of the Sunset Park Land Company, owning large holdings in the beautiful suburbs of Los Angeles. Mr. Daum is a citizen who believes in the future growth and development of this great community, and is a booster for manufacturing and industrial enterprises, believing they are most important factors in building up the population of Los Angeles to the 1,000,000 inhabitant mark. He has always been patriotic and works for the success of this city, believing that progress and advancement are to be considered far above his personal ambition or gain. It is men of the Daum stamp who have made Los Angeles the wonderful metropolis of the Southwest—the city with a brilliant future.

CHARLES J. HEYLER.

An interesting and successful man of affairs whose name is interwoven and linked with the magnificent progress and development history of Los Angeles and Southern

California, is Charles J. Heyler, president and general manager of the Union Hollywood Water Company. This important concern he reorganized and has directed along modern and developing lines since 1906. Under his direction this water company has become a great factor in aiding and advancing property interests in the most important residence sections of Los Angeles.

Mr. Heyler has ever been a booster and worker who demonstrated his faith in Los Angeles by doing things that were substantial and beneficent. He has freely predicted the great increase in population that is so rapidly taking Los Angeles along to the 1,000,000 inhabitant class.

In addition to being one of the leaders in water and development projects, Mr. Heyler is president of the C. J. Heyler Realty Company, with offices at No. 212 Homer Laughlin building, one of the representative investment organizations of Los Angeles. He is interested in other successful organizations that stand for the promotion and permanent welfare of this city as the metropolis of the Southwest.

Mr. Heyler is interested in land, industrial, oil and development propositions, and his farsighted judgment ranks him as a commercial leader.

As a member of the Los Angeles Athletic Club, Los Angeles Realty Board, Automobile Club of Southern California, Chamber of Commerce, the Municipal League and other organizations, he has become a leading factor, and is numbered among the empire builders of the Pacific Coast.

WILLIAM MULHOLLAND.

Known as the "father of the aqueduct," William Mulholland, chief engineer and superintendent of the Los Angeles city water department, is one of the notable hydraulic engineers of the world. He achieved a most notable project when he successfully superintended the Owens River and Los Angeles Aqueduct water proposition, and is not only held in high honor and esteem by the scientific world, but is beloved and respected by the people of Los Angeles, who now have, thanks to Mr. Mulholland, one of the greatest water systems in the world, capable of supplying water to 2,000,000 people.

He is designer and builder of irrigation systems and one of the leading figures in this work in the entire Southwest, where irrigation is so important a feature.

HENRY P. BARBOUR.

A widely-known booster, man of affairs and realty and investment operator whose name is familiarly and successfully identified with the growth and development of Long Beach and Southern California, is the subject of this interesting sketch—Henry P. Barbour of Long Beach, Cal.

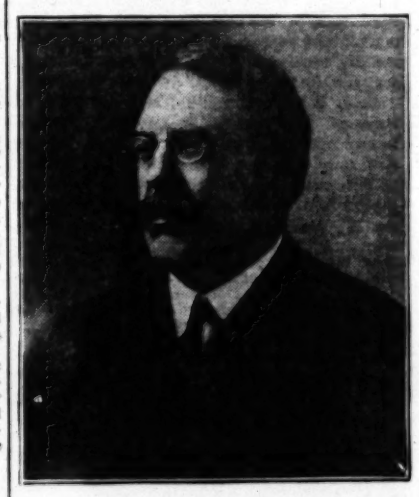
This able man first became identified with the real activities of the famed beach and resort city ten years ago, when he became a figure in handling extensive ocean front properties. His transactions embraced the placing on the market of many valuable tracts and holdings.

With one or two exceptions he acted as the owners' representative in the big operations that have since so materially aided in the creating of the interesting city and harbor of Long Beach.

It was Henry P. Barbour who in 1905 formulated plans which resulted in the big developments of Long Beach harbor. He realized the wonderful possibilities in harbor properties and created a general interest in this line of investments. As a result of his pioneer work and substantial follow-up system, Long Beach harbor is one of the notable features adding to the importance of Southern California.

During the past nine years Mr. Barbour has been one of the real boosters and active factors in developing the various general and special interests of Long Beach. As a director of the Chamber of Commerce and president of the Civic League, he has aided in accomplishing the best class of results. He has fostered and worked for the dividing of the industrial and residential sections of Long Beach and now the beneficent advantages are conclusively in evidence.

Mr. Barbour has steadily worked in aid of city beautiful plans for his home city.



As an officer of the Civic League he has been prominent in the activities along beautification lines, with the result that today Long Beach is known throughout the world as a wonderfully attractive home, business and residential center, and as an amusement and pleasure resort of the highest class.

He is now completing his second term as president of the Long Beach Realty Board. He had the reputation, during his first year's administration, of building the board up to the second largest realty board in California.

Added attractions for the beach front and the obtaining of support that resulted in the building of a splendid retaining wall extending from Atlantic to Alamitos avenues, were movements headed by Mr. Barbour.

He also handled as manager the merger bond campaign, which resulted in the carrying of the bond election in favor of water extension and for an up-to-date sewer system for Long Beach territory.

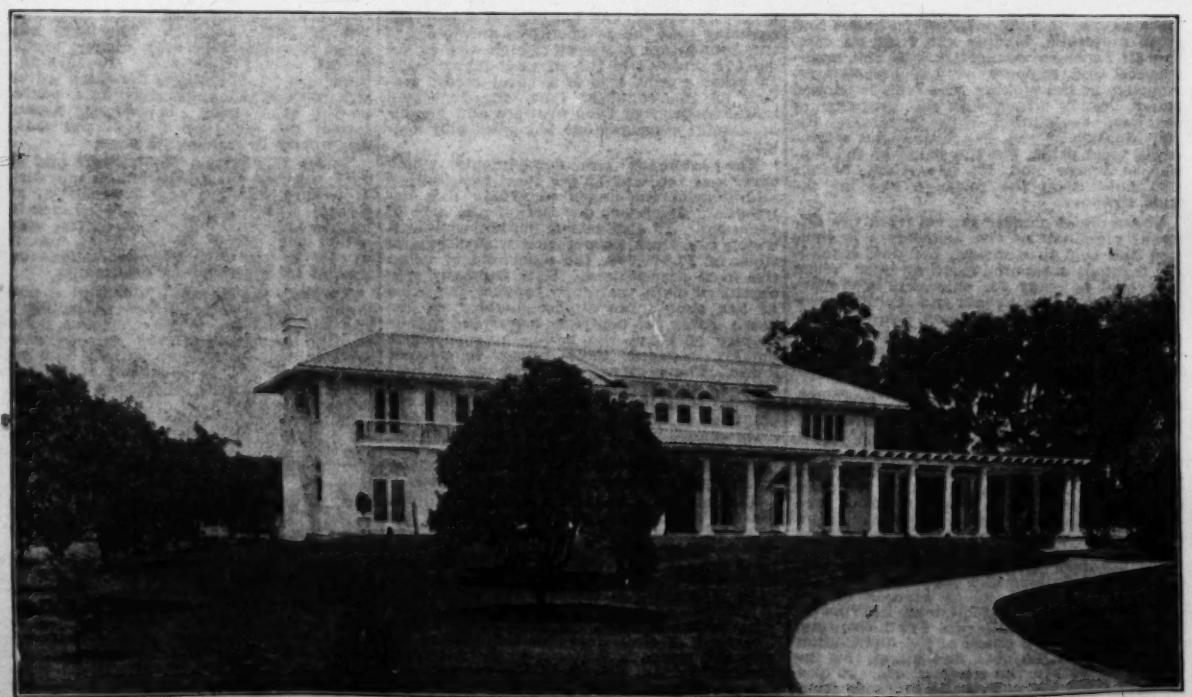
As a prominent Republican leader, president of the Republican Club of Long Beach, Mr. Barbour occupies a representative position. He was campaign manager in the F. C. Roberts Congressional campaign, and made many friends for the Roberts interests. He is an able and fluent speaker and a tireless worker in any cause in which he is interested.

Henry P. Barbour is a broad-minded, liberal man who believes in action, and he is ever to be found working for substantial results. It is such men as he who have made Long Beach notable as a home, health and recreation city of homes, business enterprises, fine hotels and investment opportunities—a city with a future that will forge steadily ahead as Southern California continues to grow and expand.

Mr. Barbour cordially invites the thousands of visitors who are coming to California to attend the great expositions at San Diego and San Francisco, to linger at Long Beach during their sojourn in the Golden State, assuring each and every one a cordial welcome in the name of the people of that interesting municipality, the most attractive beach resort of the Southland, a city of some 25,000 people, all of whom believe in the future of Long Beach and Southern California.

As a member of the Congregational Church, Mr. Barbour occupies a prominent social and religious position. He is chairman of the Building Committee of his church, in charge of the construction work of the new Congregational Church building, which when completed will be one of the finest in the West.

It is such men working steadily for the best interests of Southern California who are responsible for the success of the great industrial and development interests that are adding to the history of the Golden State.



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Occupying entire half of the ground floor of above building. Owners of Hodges Park and College Tracts, two of the best and most reasonably priced subdivisions in Los Angeles. Headquarters for a "home" on easy terms. Other departments for your convenience. Attended to the Los Angeles Investment Company are a free rental department, an information department, a loan department, and an information bureau. It will be a pleasure to attend to your business kindly and courteously in any of the above departments.

Nos. 101-107 North Los Angeles street, one of the real bohemian resorts of this city, noted for its varieties.

Frank E. Zucca conducts a modern hotel and cafe. A specialty is made of serving 21 meals for 25c. Sundays and holidays 35c, including wine, soups and delicacies. Business lunch is served from 11 to 2 and dinner from 5 to 8. Special attention is extended dinner and theater parties, banquets, etc.

Many representative people have rendezvous Cafe De Paris, and Frank E. Zucca is making special preparations to entertain large crowds during exposition year.

this city when a young man. He received his education at the public schools, afterwards graduating from the College of Law, University of Southern California, with honors and an L.L.B. He was admitted to practice in Los Angeles in 1899 and practiced alone for a few years until the admission of his brother, J. E. Stephens, after which he practiced with him under the firm name of A. L. & J. E. Stephens. In 1907 he was elected Justice of Los Angeles township, retiring in 1910 to resume practice of law. He has served as Civil Service Commissioner of Los Angeles, and is now City Attorney.

Los Angeles to Pasadena through this city, one via Huntington drive and the other by Pasadena avenue. At a total cost of approximately $80,000, Huntington drive is now being paved, that portion on the north side of the drive having been completed. This street will cover 2.91 miles and is being paved with asphaltic concrete.

In addition to the sewers and pavements, a great many other improvements have been made. The water companies have placed new mains and laterals in many streets at an approximate cost of $10,000; at an expense of $3500 the Los Angeles Gas and Electric Corporation has laid gas mains and laterals on all streets that were to be paved. Other public corporations have spent at least $1000 in putting in conduits.

One hundred of the latest improved fire hydrants have been installed in all sections of the city, to be in readiness for the new automobile fire engine, which was purchased at a cost of $10,000, and to be delivered about the first of the year, when the new fire-engine house and City Hall is completed.

Plans have been perfected for an ornamental lighting system. An ordinance has been passed calling for the lighting of Fair Oaks avenue and Huntington drive, and one is about ready to be passed for Mission street, as well as many other of the residence streets of the city. On the business streets globes of 400 candle power will be used, and in the residence districts 80 candle power.

The new Woman's Club House is a great factor in the social and civic life of South Pasadena; the handsome Carnegie library a source of much pride, and the church life of the city is above the average found in those of equal population, eight denominations being represented.

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ALTADENA.

Many of those who come here to see our two expositions and to enjoy the varied attractions of the great Southwest will feel the call of California so strongly as to be hunting up homesites for permanent location before the end of the year.

To these Altadena, the high-class residential district at the foot of Mt. Lowe, will have especial attractions. From every one of its shaded avenues is an ever-varying view of mountains, canyons, valley, cities and ocean. Santa Rosa avenue, with its superb double line of grand old Cedrus Deodoras, is absolutely unique as an example of what can be accomplished by beautifying a road with shade trees. On Mariposa and New York avenues are many magnificent homes surrounded by ornamental grounds designed by expert landscape gardeners, belonging to former captains of industry now enjoying their "otium cum dignitate."

Being fifteen hundred feet above sea level, Altadena, backed by the pine-scented mountains, is exempt from frost, so that tropical plants and shrubs may be seen everywhere growing in the open. Rubio, Millard and Eaton canyons supply it with an abundance of cold, pure mountain water. All these advantages are within fifteen minutes of the business center of Pasadena and within an hour's ride of Los Angeles by a twenty-minute car service from 6 a.m. until after midnight.

The air here is so pure and dry that asthma and bronchial troubles are practically unknown. Surely the seeker for an ideal homesite may paraphrase Dante and say, "All further search abandon, ye who enter here."

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MT. LOWE.

Tens of thousands of tourists visit Mt. Lowe regularly every year and it has become one of the best known and best liked points of interest in Southern California. The trip can be made from Los Angeles in a day with several hours on the mountain. One may leave the orange groves and roses of Pasadena and Altadena and in less than three hours be in the snow-covered canyons of the mountain. There are good trails between Alpine Tavern and Inspiration Point and between the summits of Mt. Lowe and Mt. Wilson.

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MT. WILSON.

Starting from the town of Sierra Madre and traversing a winding trail among the beautiful canyons and foothills of the Sierra Madre Range, one finds, after covering a distance of nine miles, a vast expanse of tableland on the peak of the mountain known as Mt. Wilson. Here numerous trails lead to the different canyons and off to other ranges of mountains. At Inspiration Point on this trail one never tires of the rapidly-changing view and the varied color of the surrounding orchards and towns miles below. Many cottages dot the landscape on the mountain peak. Here, also, is situated a large hotel and the headquarters of the Mt. Wilson observatory. On an average, 100 persons a day make this trip from the base of the mountain in Sierra Madre to the peak. Pack trains of burros are constantly met hauling supplies to the top. Most of the climbers go afoot, using the burros for the less robust or to carry their outfits. Several stopping places en route are to be found, such as the quarter-way house, Orchard Camp and the half-way house. Artists carry their sketching materials and camp by the wayside. One gets "beyond the clouds" on this trip. Pasadena, Sierra Madre, Arcadia and Monrovia loom up in their grandeur miles below, and on clear days the island of Catalina may be seen in the distance. Once this trip is taken a desire for a repetition clings to the lover of the outdoor life. Many have been known to make this trip twice a month year in and year out. All accommodations of a modern town are found at the mountaintop.

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LA CANADA VALLEY.

La Canada, west and north of Pasadena along the mountain boulevard, is another section coming every year into greater favor. Dr. Rudolph Schiffman, in the northern part of the valley, has laid out a magnificent home park, worthy to be compared with any of the millionaire residences in Southern California. The Pacific Electric Company is expected shortly to extend its service into this valley; the Edison company already has its wires installed supplying light to all homes in La Canada. Additional water supplies are being secured from deep wells, and the beautifying of this Pasadena suburb is being pushed with taste and energy.

Mt. Lowe, reached by the marvelous incline railway of the Pacific Electric Company, has for long been one of the scenic wonders of the world. The Alpine Tavern is just what its name implies, a hostelry from Switzerland grafted into the mountains of California. Surrounded by giant firs and pines, near the summit of this majestic mountain, under summer skies of matchless blue or amid winter snows of smooth and glistening whiteness, Alpine Tavern gives the traveler an experience as fine as any for which thousands cross the Atlantic and accept the extortions of Swiss hotel-keepers as part of the game. Yet here, for a moderate cost, anyone can enjoy the mountain air and scenery at their native best under the auspices of their own countrymen.

At night the panorama of the cities and towns as seen from Inspiration Point, scattering ornaments of sparkling diamonds in clusters across the black valley below, is a sight that must be seen to be realized, and once seen will never be forgotten.

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EL MONTE.

The center of one of the most productive and diversified farming sections of Southern California, El Monte rejoiced in a tremendous awakening of civic pride and progress in 1914. Situated twelve miles east of Los Angeles, on the Ocean-to-Ocean Highway, its location and facilities for handling the various crops are unexcelled. The celery crop for 1914 was 1200 cars, yielding approximately $360,000. The El Monte canneries have put out 50,000 cases of tomatoes, and the spring crop of potatoes amounted to 300 carloads. Seven hundred tons of excellent walnuts were raised, the budded varieties commanding a price of 20 cents. Two hundred and sixty-five carloads of sugar beets were raised. The city has two banks, gas and electrical service, and early in the year a splendid new municipal water system for domestic use and fire protection was installed at a cost of $26,250. Many new homes have been built, and several miles of street improvement, including cement sidewalks.

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PUENTE.

Many new homes and business blocks were added to Puente in 1914. A central union high school has just been organized, and a new building costing several thousand dollars will be ready next September. Three brick business blocks have been erected, and another to cost $15,000 is in course of construction. A new packing-house costing $4000 has also been built. The Puente Rancho Packing Company shipped 30,000 cases of tomatoes, besides large quantities of fruits and other vegetables. The Puente Canning Company has a new plant and shipped 5000 cans of tomatoes. Fifty thousand trays of strawberries were shipped by one concern, and the Puente Mercantile Company shipped forty cars of beans, valued at $1600 a car. Puente is famous as the territory where the black-eye bean is grown, and is the only known section where this bean can be raised in marketable quantities. In 1914, 25,000 sacks were grown in this section.

At the City's Gates.

GLENDALE.

GLENDALE, the city of homes, abounds in beautiful woodland retreats and drives, including Griffith Park to the west and Verdugo Park to the north, where giant live oaks and sycamores form an almost impenetrable canopy and shade. While nearly all lines of business are carried on in Glendale, so almost all the needs of the home can be supplied here without leaving Glendale, still this city is not an industrial center, but pre-eminently a city of homes. Two packing-houses ship annually large quantities of citrus fruits from the ranches surrounding the city. Several film companies have studios here; the clear atmosphere, the all-year-round sunshine, the varying scenery, all combine to make this section a paradise for film manufacture. The healthfulness of this section has brought to Glendale several sanatoriums, notably a thriving branch of the famous Battle Creek institution.

Pure mountain water in abundance is conserved in the natural gravel beds of Verdugo Canyon and in artificial reservoirs for domestic and other use. The population of Glendale is estimated at 9000, and the city covers an area of ten square miles. Fifty-five miles of well-improved streets and cement walks are lined with shade trees and amply lighted at night. There are 2700 lighting meters. Glendale is proud of her schools. Imposing buildings are being erected to meet the rapidly-growing demands. The capacity of the High School is being trebled. The pupils have all the latest facilities. A Carnegie library costing $12,000 has just been completed. This library project was begun about 8 years ago by the ladies of the Glendale Tuesday Afternoon Club.

Eleven of the leading religious denominations are represented by one or more thriving churches, the church edifices being strictly modern. The musical and literary tastes of the citizens are well satisfied by clubs and societies. Fraternal organizations are numerous and prosperous. The Odd Fellows, Masons and Elks each own imposing buildings. Besides enjoying every benefit of the great city of Los Angeles, Glendale has three banks and retail establishments representing all lines of business.

Two interurban street car lines afford rapid transit for the citizens who desire to visit Los Angeles. The Glendale Merchants' Association is an important factor in the city's business interests. The Glendale Chamber of Commerce is responsible for municipal water ownership. Building permits for the year 1914 total $750,000.

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BURBANK.

As a suburban home or as a location for business or out-of-door pursuits, no place offers greater possibilities than does Burbank, an incorporated city of the sixth class, eleven miles northwest of Los Angeles, on the main line of the Southern Pacific, and also connected by electric line with Los Angeles. The city has gas, and owns its own electric light and water system, voting $70,000 for the bonds. It has over $150,000 invested in improved streets and more projected. Over $200,000 worth of homes and business buildings have been erected within the past year.

There are big returns from alfalfa and all sorts of deciduous fruits are grown. Walnuts are grown in the valley and citrus fruits in the foothills, free from smut or scale. There is money in small fruits and vegetables, the nearness to market enabling the grower to handle his crop without the middleman.

There is a live, active Chamber of Commerce, with a ladies' auxiliary; a $35,000 union high school and a $10,000 grammar school.

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TROPICO.

Early in 1911 Tropico was incorporated as a city of the sixth class. A City Hall has just been completed, which comprises a two-story building, with a concrete foundation and brick walls, decorated with terra cotta. On the lower floor is located the city library, City Clerk's office, and at the rear the engine-house. In the latter is carefully guarded the $10,000 fire engine. One of the most recent marks of progress is the completion of a handsome hollow-tile general hospital, which was formally opened in May.

Tropico has a handsome two-story school building on Glendale avenue. Under the present Board of Education two new additions to the school buildings have been erected. Principal among the industries of Tropico is a tile and terra-cotta factory, which employs 125 men. Another industry that gives employment to a number of the citizens of not only Tropico, but the contiguous territory, is the Los Angeles Basket Factory, situated near the tile factory. The pay roll of this industry includes 125 women and girls and produces a carload of baskets every two days. Then there are the miscellaneous industries, building, farming, developing acreage, gardening, c'trus and deciduous fruit growing. A handsome new Methodist Episcopal Church edifice was completed in June. The style is semi-Gothic, and the structure is of brick, trimmed with artificial stone, with a seating capacity of 250. The growing demands of the First Presbyterian Church necessitated the erection of an annex, which now affords ample room for the Sabbath school, Philathea and Baraca classes.

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EAGLE ROCK.

Six miles from the business center of Los Angeles, to the northeast, lies the little city of Eagle Rock. It is one of the prettiest suburban homesites in Southern California. It takes its name from the historic bird rock, showing a huge eagle with outspread wings on its front. No prettier foothill homesites abound anywhere, and the altitude of 600 to 1200 feet above sea level makes it a healthy place to live in. The city was incorporated as of the sixth class in 1911, and the population has more than doubled since then. Now 1800 people call this place their home. Over $100,000 has been put into new homes this year, and the city has done over $125,000 worth of street improvement work during the year. Eagle Rock is on the great Foothill boulevard, half way between Pasadena and Glendale, and hundreds of automobiles pass through this place every hour on their way to the ocean or the mountains. Improvements are being rapidly made, and now three important ones are being completed, a $10,000 Carnegie library, a $10,000 Women's Club House, and large ornamental cluster lights on the main business streets.

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INGLEWOOD.

One of the most notable improvements in the past year was the construction of the Inglewood Polytechnic High School, consisting of a group of five buildings, at a cost of $150,000. The buildings are modern and well equipped in every respect. Two churches were erected, the Howland Memorial Episcopal, at a cost of $50,000, and the Methodist Episcopal, at a cost of $12,000. During the year three miles of improved streets were added, at a cost of $112,000, including sidewalks, curbs, gutters, etc. The adoption of the city manager plan of municipal government in this city last March has placed it in a class by itself, it being the first city on the Pacific Coast to place its business in the hands of a manager, who is the chief administrative official. The number of new buildings erected during the year was 118, including several fine business blocks, beautiful bungalows and Swiss chalets.

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MONETA.

Moneta, a sister city of Gardena, located in the same productive valley, and joining the Los Angeles Agricultural Farm on the west, is fast taking its place in the front ranks through improvements in the town and surrounding country. Many new and modern homes have been built. The Parent-Teacher Association has taken up the problem of beautifying the homes and school grounds, the children working for prizes in these gardens preparatory for 1915. The dairy-product shipments are many times heavier than ever before. The standard-bred stock of the Moneta poultry farms were exhibited at many poultry shows and won their share of the firsts; the electric hatchery is one of the latest innovations—at present twenty 250-egg incubators are working successfully.

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HUNTINGTON PARK.

During the last year no suburban town adjacent to Los Angeles has shown greater improvement in population, building and the quality of buildings constructed than has Huntington Park. This beautiful town lies about six miles southeast of the Angel City. Its population is approximately 3500. Pure water, good soil and splendid natural drainage help to make it an ideal town. From Los Angeles one may go to the Park town on either the Pacific Electric or the "yellow line" for 5 cents. Good schools, churches of all denominations and no saloons are facts concerning Huntington Park that are appreciated by residents. The city boasts three good grammar schools, the last one just having been erected in the big eucalyptus grove adjoining the Jewish Orphans' Home. The immense Bible-training school is another factor. Dr. W. A. Preston completed a modern hospital a few months ago. The new City Hall has just been completed. Excellent fire apparatus was purchased several months ago. The town has two fine garages, several grocery stores, a drug store and a flourishing bank. Twenty-five miles of improved streets, sidewalks and gutters make the town a pleasure to inhabitants and visitors. Huntington Park adjoins Walnut Park (formerly Cudahy Ranch,) in which scores of beautiful residences have been built within the last few months. Pacific boulevard, "the lighted way to the sea," runs through Huntington Park, and the frosted lamps lining the big highway are a constant delight to both autoists and residents.

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CLEARWATER.

In common with other cities in this artesian belt, this town has reached upward and outward during 1914. Home building continues here, and civic improvement has been noted in many particulars. Intensive farming has meant much to Clearwater, and the bringing in of two new wells during the past year means more acreage of garden products, and for the dairying industry, of which this is the center hereabouts. A project for the erection of a fertilizer factory, which will cost in the neighborhood of $50,000, is taking shape.

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PALMS.

The attention of homeseekers and investors has been turned toward this beautiful residence community, situated on a plateau overlooking the sea, midway between Los Angeles and Venice. This has resulted in the erection, during 1914, of more than a score of new residences and several business houses. The opening of National boulevard through to the sea will mean much to

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

7 PER CENT. MUNICIPAL STREET IMPROVEMENT BONDS.

Bonds issued by the City Treasurer for the improvement of streets in such city under the laws of the State of California, carrying interest at the rate of 7 per cent., payable to the City Treasurer, semi-annually, January and July 2 of each year, and the principal of the bonds payable through the City Treasurer's office, in the amount of one-tenth each year until fully paid.

These bonds are registered by the City Treasurer and issued in the form of a coupon bond for convenience to the investor, who clips the coupons when due and presents them to the City Treasurer for payment, or forwards them to the bond broker for convenience, who makes the collections for the investor.

There are several million dollars of this form of security issued by the cities of Southern California, and the investment is considered so desirable that nearly all of these bonds are placed in the local markets, although as the security is now becoming more generally known, they are being sought more and more by eastern investors, as the bonds when investigated are found to be an absolutely safe security, paying a high rate of interest, and one of the most convenient forms of security issued, being readily received by the banks as collateral security in 75 per cent. of their face value.

E. J. Knight Company, No. 716 Title Insurance building, Los Angeles, the one house making a specialty of these securities only, reports that since this security is becoming generally known, it is receiving orders from all sections of the East, the Middle West, and even as far away as Honolulu, and that in its opinion, it will only be a comparatively short time before the bonds will sell at a substantial bonus.

E. J. Knight Company investigates all the securities of this class offered, and has all bonds that it accepts examined by competent attorneys, incidental to its conservative business methods. But this is not especially essential to the investor, as the law of the State specifically provides that the bonds, "By their issuance are conclusive evidence of the regularity of all proceedings thereto."

CUT OUT AND PASTE IN YOUR HAT.

When you come to Los Angeles during the world's fair, call at the office of the Guy M. Rush Company, Nos. 733-735 South Hill street, and get a free map of the city.

We want you to like Los Angeles well enough to make it your home.

The Guy M. Rush Company can rent you a tiny bungalow all furnished; a little apartment by the week, month or year; can sell you a furnished or unfurnished house on the easiest possible terms; can sell you a lot or a ranch for a little down and few dollars a month. We will send any information now if you mention in your letter this advertisement.

EDWARD CRAY TAYLOR.

Graduating in 1910 from Columbia University Architectural School, New York, and traveling abroad, eminently fits Mr. Taylor for his profession. He was also inspector with Smith Emery & Co. on concrete and steel buildings. He began practicing as an architect in 1911 as an associate with Ellis Wing Taylor, structural and architectural engineer, opening their offices at No. 528 Consolidated Realty building, Los Angeles.

Some of the more notable buildings in which Mr. Taylor's handiwork is in evidence are as follows: Alhambra Hotel Annex on North Broadway, Santa Clara apartments on Bunker Hill avenue, Parker apartments, Ocean Park; Fashion Garage for Mark Jones, paper mill for Southern Board and Paper Mills, Vernon, and residences for Philip Riedele, Windsor Square; E. O. Slater, Beverly Hills; P. D. Mason, Westmoreland avenue; Walter Barnes, Pasadena, and George Rissman, Venice.

L. KAUFFMAN COMPANY.

One of the rapidly-growing industrial interests of Los Angeles is that of L. Kauffman Company, on East Vernon and Santa Fe avenues, dealers in hides, pelts, leather, etc., and making a specialty of wool pulling. The company buys and ships great quantities of wool and is recognized as one of the important factors in the trade.

L. Kauffman, founder and head of the company, has been for many years identified with the hide, pelt and wool trade of this section of the Southwest. He is one of the pioneers of the business and is generally familiar with all its details. He is an authority whose advice is frequently sought and whose information is well worthy of careful attention. He is a booster for Los Angeles and this part of California.

METEOR BOAT COMPANY.

There is no country on the globe that sends tourists out into the world to see places of interest that has not heard of the Santa Catalina Island, just off Los Angeles, in Southern California. And there is no tourist who has ever visited them in recent years who has not gone back to his home and his people full of enthusiasm over the wonderful submarine gardens that he saw through the remarkably constructed glass-bottomed boats of the Meteor Boat Company, which has its offices at room 418, Title Insurance building.

That these wonderful gardens are the best known of Catalina's many unique and beautiful sights there can be no doubt. Floating over the green and blue water, so clear that the bed of the ocean is distinctly visible, looking through the glass bottom of the boat, one can see the comings and goings of aquatic life. Shell-encrusted rocks, fishes, red, green or gold, blazing among the waving foliage; real trees with long branches waving as on land in a tempest; great fish of all shapes, luxuriant foilage, with clusters of fruit resembling olives are visible. Leaning over the transparencies in the bottom of the boat, persons go into ecstacies.

The Meteor Boat Company was the pioneer firm in the venture of glass-bottomed boats, which have since become one of the greatest boons to tourists and sightseers.

To the person contemplating a tour of California, a word of advice would be, do not neglect to go to Santa Catalina and see the wonderful submarine gardens.

THE SING FAT COMPANY.

The 1915 visitors to the great California Expositions will find the great stores of the Sing Fat Company especially interesting and well stocked with thousands of novelties in oriental wares, bronze, brass, cloisonne, jade stone jewelry, porcelain, kimonos, silk embroidered specialties, ebony furniture and wonderful ornaments and decorations of foreign countries.

The big Los Angeles store is now located at No. 615 South Broadway, where a magnificent collection of art goods and specialties are featured. Two large stores are operated in San Francisco.

Visitors and residents of Los Angeles are cordially welcomed by courteous and polite salesmen and saleslades who take pleasure in showing merchandise.

WILLARD-SLATER COMPANY.

Appreciating the splendid and substantial growth and future in the building lines of Los Angeles, the Willard-Slater Company, incorporated, general building contractors, No. 2314 Santa Fe avenue, was organized in 1909 by R. H. Willard, president, and Walter Slater.

From the inception of this well-known company a steady and expanding patronage has been enjoyed, and numerous buildings of prominent character have been erected under the personal supervision of the firm members, such as the Administration building, Fifty-fourth and Arlington streets, for the Los Angeles Railway Company, St. Matthias Church, Washington street; car sheds for the Los Angeles Railway at Thirtieth street and Grand avenue; apartment building on North Broadway and Workman street for Huntington Land and Improvement Company; insane wards at County Farm, maintenance shed at County Hospital grounds; auditorium Thirtieth-street school, Monte Vista school domestic science building; Custer-street school, addition; Zelzah school building, Berean school building, Spanish Mission school, Boyle Heights; East Side Police Station, Boyle Heights Police Station; restoration of the Byrne building, and the handsome new main office building at Sixth and Hill streets for the Pacific Telephone and Telegraph Company.

Willard-Slater Company is open for the handling of large contracts and is prepared to do high-class work. Both Mr. Willard and Mr. Slater are representative business men who take a personal interest in boosting for the right kind of industrial enterprises and advancement, and they are successful because of personal ability and intimate knowledge of their business fields.

METROPOLITAN CONTRACTING COMPANY.

A pioneer municipal and road contracting firm is the Metropolitan Contracting Company, Nos. 154-155 Wilson block. For years this company has had the contract for sprinkling the streets of this city, and because of efficiency in the work the streets have become noted for cleanliness.

As a road builder the company has handled many important contracts. It has kept the famous El Camino Real, "the King's highway" of Southern California, in fine shape; also repaired other roads and highways. The company is capitalized for $200,000, with the following officers: John D. Marsh, president; M. C. Marsh, treasurer, and J. H. Melvill, secretary.

California Fruit Growers' Exchange

The citrus industry of California represents an investment of about $200,000,000. There are 200,000 acres of oranges, lemons and grapefruit in the State, and it costs about $1000 an acre to bring the groves into bearing. In a normal crop year 48,000 carloads, or 19,000,000 boxes of fruit, are shipped. The growers are an unusual class of men, many of them being progressive farmers from the East, lawyers, merchants, doctors and business men who have moved to the West to engage in horticulture.

Twenty years ago the growers produced about 5000 carloads of oranges. They sold the fruit as most farm crops are sold even now, to local buyers or to representatives of distant firms, or it was consigned on commission to markets from 1500 to 3000 miles away, the only return in this latter case frequently being bills for freight and selling charges. The buyers would purchase when there was a chance to make money; at other times the grower would assume the risk of distribution or would have to sell at a sacrifice.

With 5000 carloads of fruit to market annually, the growers thought that overproduction stared them in the face, and the stability of the industry was questioned, but the real trouble came through bad distribution of the fruit and an inadequate local system of handling it.

Gradually the growers began to believe that by organizing they might make more stable the distribution of their crops and create a larger demand. They had already begun to form local associations, build packing-houses, and select managers to handle the business, the object being to bring together the fruit of the individual growers, standardize the grades, and prepare it for sale.

The outcome was that many of the local organizations federated and formed what is now known as the "California Fruit Growers' Exchange." This exchange now includes eighteen district exchanges, composed of 115 local associations of from forty to 200 members each, and acts as a clearinghouse in providing facilities through which nearly 7000 growers, or 62 per cent. of the industry, distribute and sell their fruit on a cash basis to the jobbers in the markets of the United States, Canada and the United Kingdom at the actual cost of operation. During the past ten years the growers have sold $140,000,000 worth of fruit through the exchange and have lost in uncollected bills and in other ways less than $7000.

THE LOCAL ASSOCIATION; ITS ORGANIZATION AND FUNCTIONS.

The local organization is formed generally by from four to 200 growers organizing, without capital stock, a non-profit corporation, which is handled by a manager, who is a salaried officer, through a board of directors, who serve gratis. Its function is to assemble the fruit of the members in the packing-house and there grade, pack, pool and prepare it for market.

In some cases the grower picks his fruit, but in recent years most of the associations have assumed control of the picking, as well as the grading and packing, so as to standardize its physical handling and in this way insure uniformity, which is a big asset in the sale of any product.

Formerly when the buyer packed the fruit for the grower it cost him from 60 to 70 cents per box for oranges and $1 or more for lemons. Through the co-operative buying of paper, nails, box shook and other supplies the associations have cut the cost to an average of 33 cents per box for oranges and 60 cents per box for lemons, these figures including labor, packages and other materials, loading the fruit on cars, and all expenses connected with the maintenance and support of the associations, exclusive of the picking. The fruit is packed under brands which are the property of the local association, thus preserving the individuality of the association and stimulating local pride, but the name of the central exchange and its advertised brands also appear on the package and on the fruit wrapper.

The fruit of similar grades from the different members of the association is mingled and sold in common, the pool extending through a month, more or less. When a carload is ready for shipment it is marketed through the agents and facilities provided by the California Fruit Growers' Exchange, and the proceeds of the sales are divided among the members of the association pro rata on the number of pounds of each grade shipped in the pool.

THE DISTRICT EXCHANGE: ITS ORGANIZATION AND FUNCTIONS.

The district exchanges, of which there are eighteen, are composed of the local associations, and, like the associations, are non-profit corporations, operating for them at actual cost, or are pecuniary stock corporations operating on co-operative principles. Each exchange acts as a medium between the associations and the California Fruit Growers' Exchange. It orders cars for the associations and sees that they are placed for loading, keeps records of the cars shipped by its associations, informs itself through the California Fruit Growers' Exchange of every phase of the distribution and marketing business, and places this information before the associations. It also receives from the agents the proceeds from the fruit and turns them over to the associations for pro rata payment to the growers, as above explained, after deducting the actual cost of operation, which usually amounts to less than 1 cent per box.

THE CENTRAL EXCHANGE: ITS ORGANIZATION AND FUNCTIONS.

The California Fruit Growers' Exchange is the central body formed by the eighteen district exchanges, with a directorate consisting of one representative from each of these exchanges, who serves without pay, and a general manager, who is a salaried officer. Like the associations and the district exchanges, it also is a non-profit corporation, conducting its business at the actual cost of operation and declaring no dividends. It has no assets except a paid-in capital of $1700, office fixtures and supplies, although it handles from $16,000,000 to $20,000,000 worth of fruit annually, or about 62 per cent. of the citrus fruit crop of California, and it is able to secure the necessary credit, the bankers of California realizing that the co-operative movement is the foundation stone on which the $200,000,000 invested in the citrus industry rests. In other words, this is a rural credit system of the soundest type, the federated moral security of 7000 growers and history of careful management being its only collateral.

The exchange has departments which carry out the will of the local associations and district exchanges regarding the distribution, diversion, destination and sale of each car. It also has a supply company, which is a stock corporation with a capital stock of $1,500,000, the stockholders being the local associations. This company was organized eight years ago because the price of box shook was almost doubled in one year. After the company began the manufacture of boxes the box-making interests quickly reduced their prices to former levels. The company provides the supplies used in the packing-houses and the orchards, these being furnished at cost, including a charge for depreciation and maintenance plus 6 per cent. on the capital. The company has developed into a large institution, purchasing and manufacturing several million dollars' worth of supplies.

The central exchange furnishes facilities for the distribution and marketing of the fruit by the district exchanges, and to do this it places bonded agents in the principal markets of the United States and Canada and one in Europe. These agents work constantly to increase the trade, and in the sale of a car act directly under the order of the shipper. When a buyer wants a carload of fruit he takes the matter up with the agent in his city or district; the agent wires the details to the central exchange; this exchange takes it up with the district exchange handling the brand of fruit desired; the district exchange takes it up with the association which owns such brand, ascertains the price it is willing to accept, and communicates the reply to the central exchange; and the latter wires it to the agent, who then negotiates with the buyer. Any further communication necessary until the sale is effected or rejected is carried on in the same way between the agent and the shipper. When a sale is made the agent collects the money in the form of a check, made payable to the California Fruit Growers' Exchange. This check is deposited in a national bank, and at the same time a check is made payable to the shipper of the fruit, covering the full amount. This, with a duplicate deposit slip, showing that the money was deposited, passes through the office of the California Fruit Growers' Exchange to the shipper, and at the end of each month the central exchange levies an assessment against each district exchange for its approximate pro rata share of the cost, based on the number of boxes shipped. The final adjustment is made with each district exchange at the end of each year. In 1913-14 the total cost of operation, including advertising, represented approximately 2 per cent. on the gross sales. It cost the American farmer not less than 7 to 20 per cent. on gross sales to market his crop.

Under this system the growers and shippers, through their associations and district exchanges, regulate and control their shipments. The central exchange believes it an unwise policy to lodge in a central organization the power to fix prices on fruit owned by the different associations or to control its diversion or destination.

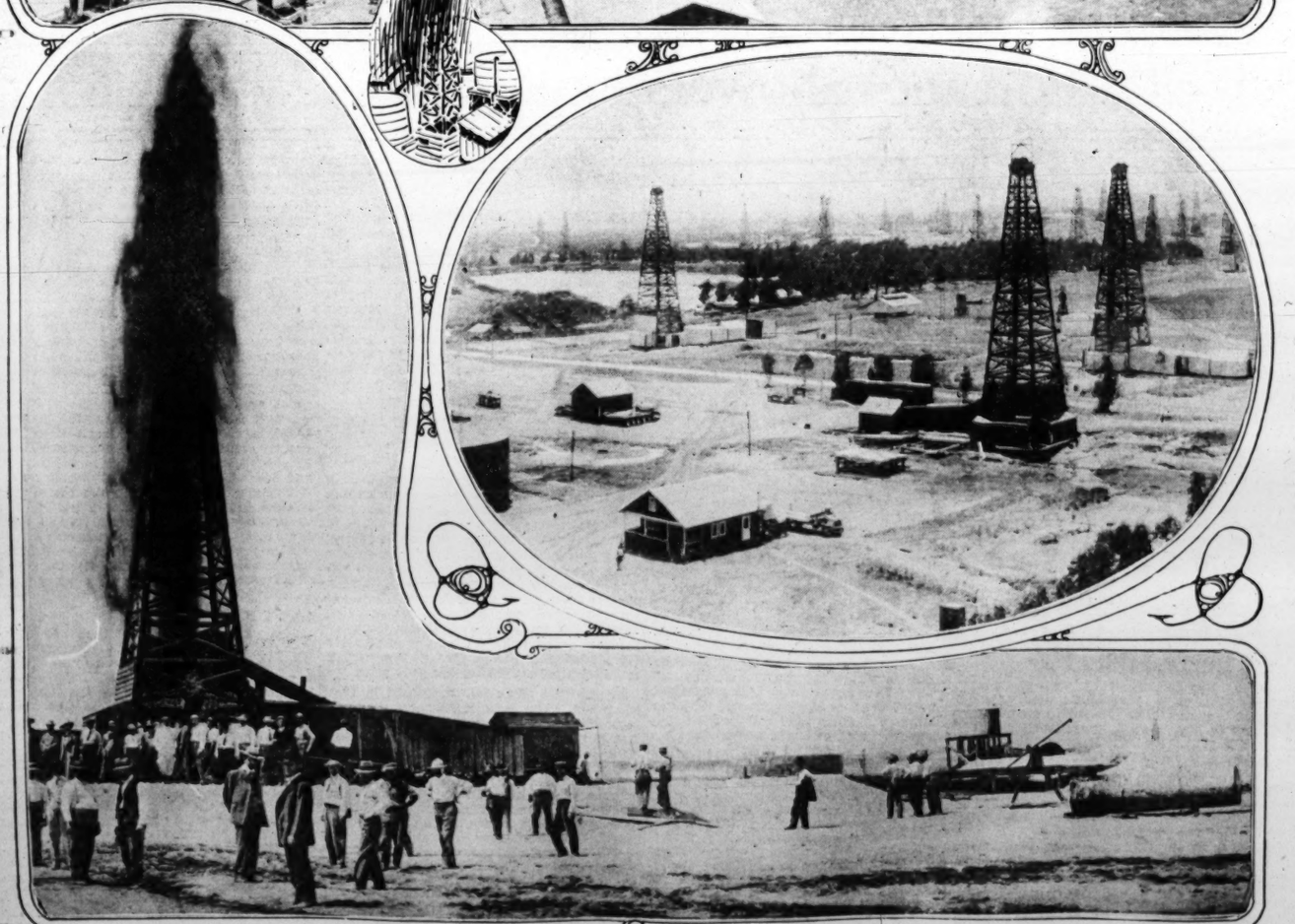
Through the agents the central exchange gathers daily information regarding the conditions of the market, secures detailed reports on the sale of every car of exchange fruit and on weather conditions, and sends this information in the form of daily bulletins to the district exchanges. These bulletins also include a catalogue of the details of exchange cars leaving California; all telegrams passing between the shipper and the agent regarding each car; several special reports from auction or private-sale markets. With this information at hand each shipper can intelligently decide the various marketing problems for himself and thereby avoid chaotic distribution and demoralized sales.

One of the most important functions of the exchange is to increase the consumption of oranges and lemons by advertising. The highest grade of fruit of each association is sold under a copyrighted brand, which is the property of the central exchange, and the second grade also is packed under an advertised brand, which supplements the brands of the local associations. By controlling the use of the advertised brands the exchange is in a position to make rules and regulations governing the grading and packing of the fruit sold under them.

"Lead Us Into Temptation"—Our Fruits.

Picking Oranges.

Pumping Millions—A Big California Oil Field.



markets of the United States, Canada and the United Kingdom at the actual cost of operation. During the past ten years the growers have sold $140,000,000 worth of fruit through the exchange and have lost in uncollected bills and in other ways less than $7000.

THE LOCAL ASSOCIATION: ITS ORGANIZATION AND FUNCTIONS.

The local organization is formed exclusively by from four to 200 growers organized, which is handled by a manager, without capital stock, a non-profit corporation. ...ho is a salaried officer, through a board

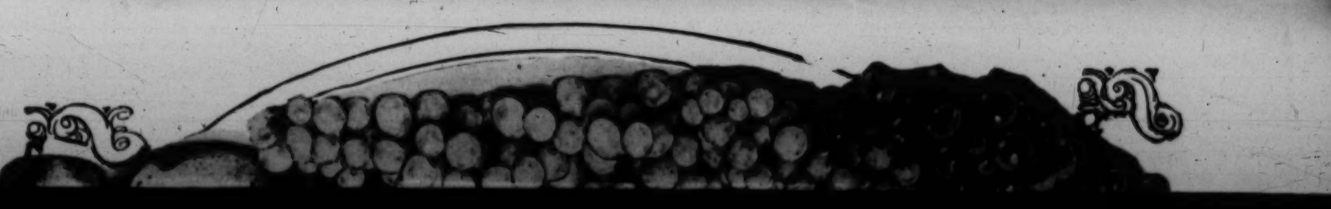
between the associations and the California Fruit Growers' Exchange. It orders cars for the associations and sees that they are placed for loading, keeps records of the cars shipped by its associations, informs itself through the California Fruit Growers' Exchange of every phase of the distribution and marketing business, and places this information before the associations. It also receives from the agents the proceeds from the fruit and turns them over to the associations for pro rata payment to the growers, as above explained, after deducting the actual cost of operation, which usually amounts to less than 1 cent per box.

this it places bonded agents in the principal markets of the United States and Canada and one in Europe. These agents work constantly to increase the trade, and in the sale of a car act directly under the order of the shipper. When a buyer wants a carload of fruit he takes the matter up with the agent in his city or district; the fruit desired; the district exchange takes it up with the association which owns such brand, ascertains the price it is willing to accept, and communicates the reply to the agent, who then details to the central exchange; this exchange takes it up with the district exchange the brand of

The Southern Season's Climax.

Harvesting Walnuts

Picking Oranges.



Unchecked Civic and Industrial Progress of Arizona

IN ALL LINES.

POSSIBLY due to her interior isolation, Arizona on the whole has successfully passed the troublous year of 1914. There was lack of a market for copper and cotton after the start of the European war, but new outlets are provided now, nearer home. In any other of her industries, of agriculture, stock raising and lumbering, any change was for the better. In almost every community has been continued the work of solid building improvement, apparently well-founded optimism governing all lines of industry and trade.

* * *

CIVIC IMPROVEMENT.

Phoenix has nearly maintained an everage of a new home occupied for every day of the year, with the building trades busy as well in the rearing of a number of large down-town business blocks. The Catholic congregation has completed a stately cathedral costing $200,000, while half that amount each has been provided for an Episcopal pro-cathedral, a Presbyterian church and a Shrine auditorium, to these to be added a $250,000 hotel, with public market annex. A grammar school occupied in the fall cost above $100,000. Several hundreds of thousands have been spent in extending the bitulithic paving. New motor-propelled fire fighting apparatus has been purchased. About 2000 acres of suburban property has been platted into city additions during the year. Legal provision has been made for three city parks. A commission form of government was instituted April 7.

Tucson, likewise, reports progress, with a quarter of a million spent on street paving, $165,000 on betterments to the water system and with $200,000 set aside for improvements to the local lighting and street railway systems. Work is in progress on an agricultural hall at the University, to cost $165,000. A Y. M. C. A. building, to cost $100,000, has been made possible through the generosity of the El Paso and Southwestern Company, which has returned, for this especial purpose, a subsidy raised for the purchase of local depot grounds. The Southern Pacific is spending $150,000 on shop improvements and on a subway. Under way are plans for a new Episcopal church and for buildings and equipment at the Country Club.

Prescott has voted $250,000 for a new courthouse and is building a $50,000 high school. A new city hall is planned and a woman's wing has been added to the State Pioneer's Home. Flagstaff and Williams have had prosperity in lumbering and stock rearing. The former has benefited through construction by the Santa Fe of a new reservoir for the town water service and through State appropriation for additions to her Normal School. The older Normal, at Tempe, also has been favored, receiving an appropriation of $75,000 for an industrial arts building. At Mesa has been occupied a handsome grammar school, that cost $40,000. All over the State the building of high-class, modern schoolhouses has been general. Wickenburg has made a start on a municipal water system. Nogales and Douglas, while losing much trade on account of the Mexican troubles, through the same cause have gained much added population and heavier bank deposits. The presence of several thousand United States soldiers along the border for much of the year has given a stimulus to ordinary business.

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FARMING AND IRRIGATION.

As usual, the agricultural lead has been taken by the Salt River Valley, where about 40 per cent. increase is reported to the cultivated area. The winter started with more water in the Roosevelt reservoir than during the winter before and with water waste eliminated in the valley by new administrative methods. Another water power unit, costing $900,000, has just been completed for the Salt River Valley Water Users' Association, giving an addition of about 8000 horse power in the course of dropping water from the Arizona canal into the Grand canal. Large income also will be derived by the association in the sale of water power from Roosevelt to the Inspiration Copper Company at Miami. At least another million will be spent by the association in the building of a storage dam on the Verde River, seventy miles northeast of Phoenix, where borings have found shallow bedrock in a most feasible location. The dam projected will impound about a third as much water as that at Roosevelt, on the Salt, but only the present irrigation system will be served. In the Salt River Valley, at Yuma, Sacaton and Tucson, the cotton crop, both of Egyptian and of long staple, was large, but with a slow market, in which, however, the best cotton realized 20 cents a pound. In the Wichita Dry Farms Congress in October, Arizona cotton took first and second prizes. Several thousand acres of sugar cane have been planted around Glendale, to lengthen the beet sugar season.

At Yuma the irrigation project has received a further allotment of $250,000 for ditch work, with $380,000 added for levees. Already there are 250 miles of canals and ditches, irrigating 60,000 acres, about half the project capacity. There has been a gratifying increase in the number of small farms, with bettered tillage and with notable success with the rarer agricultural products.

Favorable report on the Gila storage project at San Carlos has been made by a commission of United States Army engineers. Suggestions have been submitted for works costing $6,311,000, to provide stored water for 55,000 acres of privately owned land around Florence and 35,000 acres on the Pima Indian reservation, where 7000 redskins eventually will be allotted land in severalty. This is not included in the Reclamation Service plans and direct appropriation, especially for the Indians' benefit, must be made for it in Congress. Near Prescott a reorganized company is proceeding with the building of storage and distribution works, to irrigate 30,000 acres of rich fruit land. Agricultural fairs are becoming general, held, on dates before the State Fair, at Prescott, Verde, Tucson, Wilcox, McNeal, Safford and other points.

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RAILROADS AND HIGHWAYS.

The leader in railroad work has been the Santa Fe, which has about completed the double tracking of its line through the State. The El Paso and Southwestern has made extensive improvements, including a fine passenger station at Tucson. Much new work is in prospect. James Douglas, a Phelps-Dodge man, is at the head of the Tucson, Phoenix and Tidewater Railway Company, which has spent $150,000 for Phoenix terminals, and which proposes to build to that city from Tucson, a distance of about 140 miles. State authority has been secured for the issuance of construction bonds at the rate of $20,000 a mile. An Arizona Eastern branch is to be built to Superior from Webster. Ajo, near the border, is to have a railroad, either from Tucson, 125 miles, or from Gila Bend, forty-two miles. Across the northeastern corner of Arizona has been laid out the route of the Southwestern Pacific, a line planned to connect Denver with the coast at San Diego. The railroad tax assessment in Arizona now is about $90,000,000.

The State has been active for several years in building main highways, under authority of liberal legislation. Convict labor was used till last September, when preference was given to miners out of work. The main work is the building of a north-and-south connection to the Grand Canyon from Phoenix, and of two crossing highways, in the southern and north-central divisions. As a part of the work, bridges have been built across the Gila at Florence, the Salt at Tempe, the San Pedro at Fairbank and the Verde near Fort Verde, the Little Colorado and Hell Canyon. A $75,000 bridge is being built across the Colorado at Yuma and another is planned across the Gila east of Yuma. Bridges have been ordered built across the San Carlos and Gila rivers near San Carlos at Federal expense. Arizona has offered $25,000 toward construction of a bridge at Needles, to span the Colorado on the Old Trails automobile route.

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LIVE STOCK.

The cattle business never was better, with good range conditions of feed and water and with fat steers selling at seven cents as they stand in the alfalfa fields. About 400,000 head of cattle are shipped annually out of Arizona and 75,000 head are slaughtered for home consumption, altogether returning about $15,000,000 to the growers and the feeders. The sheep industry returned about half as much, with wool at the good price of twenty-two cents. Feeding conditions on the lower plains in the spring were not very favorable.

JAS. H. McCLINTOCK.

Fickle Fortune Showers Favors on New Mexico.

A GOOD YEAR.

NEW MEXICO has prospered during the last twelve months!

There seems nothing startling in this statement. The fact that business has gone in quite the same way that it should have gone, that men and women have pursued their accustomed walks in life and have won the fruits of their toil and ingenuity, may have nothing of surprise to the casual observer. "Why shouldn't New Mexico have prospered?" perhaps you will ask.

Stop a moment and look at the history of the United States during the year that has passed. Consider that a complete change in the economic and political system of the government has taken place. Remember that the administration in Washington decreed that New Mexico's chief product—wool—should go under the deadly free trade ax. Reflect that the very tap-roots of business have been loosened and dug up, and that from the Atlantic Coast to the Pacific there has been stagnation, depression, unemployment and want.

Think also of the fact that in the middle of the year, just when business men were beginning to figure where they stood and to get a clear idea of what the ledger would show when the balance was struck, the greatest war in all the history of the world came along not only to deluge Europe in blood but also to further paralyze the industries of an already troubled nation. Recall that copper, one of the chief resources of New Mexico, was made contraband of war and that some of the largest mines in the State were forced to shut down while others curtailed production.

Bearing all these things in mind, is it not decidedly out of the ordinary to be able to say, truthfully, that New Mexico has prospered during the last twelve months?

Of course, New Mexico has prospered in spite of, and not because of the conditions that existed in the word of politics, finance and business. She has prospered because she was naturally rich and because her citizens had the power of brain and inventiveness and aggressiveness to make her prosper

wealth were of the sort that knew no such word as "fail."

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A BOUNTIFUL SEASON.

Nature lent great assistance in making up the record of the State during the year just closing. Bountiful rains coming just at the right time assured ample crops. The ranges were made almost literally to blossom as the rose at the precise time when it was most essential to the interests of the stock raisers that they should be in good condition. The lambing season passed leaving the sheep-raisers almost a perfect return. Cattle fattened and thrived as they had never been known to do before. In the very truth, nature lavished her sweetest smiles on the New Mexico farmer and rancher during the spring and summer of 1914.

In like manner the mineral interests of the State were peculiarly favored during the early part of the year. Distressing labor conditions in the Colorado coal fields, resulting in a curtailment of the output of the mines in that section, gave the miners of Northern New Mexico a better demand and a larger market for their product. This created an activity which still continues in this branch of mineral industry. The crash of war in Europe came like a thundercloud upon the copper mining industry in Southwestern New Mexico, and for a while threatened complete paralysis of that branch of business. A gradual readjustment in conditions, however, is now being brought about, and there is every prospect that the beginning of the new year will find the copper industry of New Mexico on practically a normal basis of activity again.

Again—and here perhaps is the biggest advance that the State has made during the last twelve months—the discovery of rich veins of gold in Grant, Luna and Dona Ana counties in the southwestern section of the State, bids fair not only to make everybody forget that there has been any depression in the copper business, but to bring about a new line of activity that will revolutionize conditions in New Mexico. It is no exaggeration to say that these discoveries lead to the hope and belief that the rich bonanza strikes of the early days of California and

made in the development of the newest State in the Union.

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TAMING OF THE DESERT.

Boiling down these various reports which with military brevity have come at regular intervals during the past year, and analyzing just what they mean in the language that is comprehensible to the unscientific mind, it is possible to say that within a few brief months more the great Elephant Butte project will be completed; that a greater part of the desert than has ever before come under the control of man will be reclaimed and will be producing the richest fruits of agriculture—for experience has proven beyond all peradventure that where water is to be had the possibilities of the soil of New Mexico are unlimited both as to the quantity and character of crops that can be raised.

In enumerating the resources of New Mexico, one turns naturally to agriculture as the first thing to be considered, because, when all is said and done, agriculture is at the bottom of all human prosperity. There are three great farming sections of the State, all of them following closely the valleys through which the rivers run. Beginning at the northern boundary of New Mexico, the fertile San Juan Valley, cuddling down in the corner between Colorado on the north and Arizona on the west, challenges the attention of the student of the State's material progress during the past year.

At the best State fair ever held in New Mexico—the fair held in Albuquerque early in October—San Juan county easily took the first prize for general agricultural superiority and a number of first prizes for particular exhibits. This showing was made in spite of the fact that San Juan county—which is practically the same thing as the San Juan Valley—is the most isolated section of New Mexico so far as railroad facilities are concerned, that the farmer must ship his products first over a narrow-gauge railroad to Durango, Colo., where it is reshipped over a standard-gauge railroad to one of the nearby centers lying along a trunk line of railroad. Express and freight rates are so high that the farmer of the San Juan Valley has abandoned both, and now for the most part

enough packages. Some day there will be good railroad facilities into the San Juan Valley, and then the world will wonder how this garden spot happened to be so long neglected by the transportation companies.

The Pecos Valley, lying along the eastern border of New Mexico, is first in importance among the agricultural sections of the State for the reason that it has been better developed and has more complete facilities for marketing its wares. No richer than the San Juan Valley, it is more thickly populated because it is easier to get to. As an apple-growing section it is running close on the heels of the famous Oregon territory.

The Mimbres Valley, constituting the third great agricultural section of the State, is too well advertised to need much comment. Overlying a vast and inexhaustible underground water supply, the farmers of the Mimbres Valley are independent of the ebb and flow of the river waters. Pumping devices have been brought to the most exact science and have been reduced to the most moderate cost. The farmer who can raise the inconsiderable capital necessary to install a pump in addition to the cost of his land is assured of a competence and in time of a handsome return upon his investment.

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THE COAL BUSINESS.

The northern counties of the State, principally Colfax and Santa Fe counties, continue to contribute their proportion of steady increase to the wealth of New Mexico. Neither the war in Europe nor the generally depressed condition of business throughout the country has caused any serious diminution in the business done by the companies operating in this section, and freedom from labor troubles at a time when the surrounding country was upset with agitation and unrest due to one of the greatest strikes in the history of the United States has insured a healthy and steady growth of production to meet the demand for coal that increases with the development of the world's industries, regardless of wars and tariffs.

The Sunshine State is now ready for her "big stunt." At San Diego in a few weeks she will proceed to "show" the world, whether from Missouri or not. The exhibit of the State at the San Diego fair is to be the most ambitious thing ever undertaken

this city, which is now served by two lines of the Pacific Electric Railway. The Palms school district is considering the advisability of erecting another school building to keep pace with the increase in population. This building is planned to cost $15,000, and will be modern in every respect.

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COMPTON.

This beautifully-located city, at one time an important dairying and industrial center, is coming into its own again. The year 1914 was a year of advancement in many lines. A $60,000 rubber factory was built and has now started work. It will employ over 150 men. The assessed valuation is $999,348. A year ago it was $807,763. The deposits in the First National Bank increased from $318,951 in October, 1913, to $360,979, October, 1914. The Farmers and Merchants Bank deposits also show a growth, the increase being over $10,000 in the year.

Street work keeps pace with the general advancement. Proceedings looking to the improvement, mostly with high-grade paving, of Main street, Palm street, Almond, Laurel, Myrrh, Indigo, Cypress, Cocoa, Olive and Oleander avenues. About six miles of thoroughfares will be finished with creditable paving in early 1915. The Chamber of Commerce and Pathfinder Club have accomplished many civic improvements during the year, and are preparing adequately to show off the city's advantages to the fair crowds. Many thousand tons of freight and thousands of automobiles pass through the city in many directions every month. An increase in attendance of over 100 in the excellent new high school and grammar schools was noted this year.

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HINES.

Situated in the center of a fertile farming community, an ideal country-home place, Hines has attracted attention from home-seekers and business men the past year. Many buildings have been erected, both residence and business structures. The completion of the county boulevard through this city has meant much for the community. A new garage has been established.

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GARDENA.

Gardena, the Queen City of the valley, with abundant supply of water and rich soil, has made a steady increase in its population, bringing it up to 3500 the last year. There has been unusual activity in building, which is especially noticeable in the number of nice modern houses and barns being erected on the dairy and poultry ranches.

The Gardena hatchery is one of the largest in the world. Standard-bred stock of the Gardena poultry farms won many first prizes at the Sacramento State Fair, and milk shipments are 2500 pounds daily. Many Hampshire hogs are raised in this valley. The schools and all civic organizations are making elaborate arrangements to do effective work for the beautification of the city, as well as the highways and byways, to be in readiness for the 1915 expositions. The Los Angeles Agricultural High School, which is one of the best in California, is located in Gardena Valley, because it is one of the best locations for agricultural pursuits. New buildings are being added to the $75,000 plant, the latest addition being at the experimental farm. Also a new and up-to-date cream-testing machine has been installed at the dairy building.

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FLORENCE.

For the last few months more homes have been built in this community than in any like period since the birth of the town. Home building is going on apace, and it is predicted that $15,000 per month will be spent in home building during 1915. Splendidly situated, and ensconced in a beautiful grove of walnuts, with pretty camphor trees lining cement walks and improved roadways, Florence is prepared to show the fair visitors one of the finest home places on the Coast. Because of the junction of the Santa Fe and Pacific Electric lines here, many factories are projected. In the establishment of a large olive oil, pickling and canning factory here, Florence has secured an industry which employs scores of men in the season. Street work to the amount of $20,000 has been completed during the year.

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WATTS.

Notable advancement has been made in this city during the past year. Figures show that this place has forged ahead of many older cities in Southern California. The city directory shows the population to have increased during the past year from 2976 to 3420. The building permits for the last six months of 1914 amounted to approximately $8000 per month. There are now nineteen miles of improved streets, about 25 per cent. being built in 1914. The bank deposits have increased and about ten business structures have been built along the principal business thoroughfare. The selection of this city as the point for the centering of the Redondo Beach, Santa Ana and Long Beach and Newport lines by the Pacific Electric has proven an important ad-

schools in this section of the State was built this year, and, if the population continues to grow as it does, a new school building will be erected soon.

San Fernando Valley.

THE COMING OF WATER.

THE year 1914 was the most eventful period in the history of the San Fernando Valley. Several important projects were brought to a successful culmination during the twelve months just ended and the future is big with promise of still greater achievements.

The paramount issue in the development of the marvelous resources of this section has been the securing of an adequate supply of water for irrigation purposes. This object was attained when, on November 10, an irrigation district embracing 76,000 acres was formed for the purpose of securing the Owens River water. By a practically unanimous vote the people of the valley declared in favor of issuing bonds in the sum of $2,600,000 to cover the cost of constructing the distributing system for the territory to be served. Thus is marked another milestone in the consummation of the greatest irrigation project ever organized adjacent to a large city like Los Angeles.

The plans for the conduit system which is to convey the life-giving fluid to the land were originated by William Mulholland, "the Water Wizard of California." They provide for the distribution of the water through the valley under pressure, by means of an elaborate system of iron pipes traversing each section and half-section line.

The territory in the immediate vicinity of Van Nuys will be served from the Franklin Canyon trunk line, and the construction of the laterals for this purpose is well under way.

The western portion of the valley will be served from what will be known as the Chatsworth high line, leading from the San Fernando reservoir to the Chatsworth Park reservoir, just above Owensmouth. This line will follow the contour of the foothills on the north side of the valley at an elevation of approximately 1000 feet above sea level. From this terminal reservoir a network of pipes will traverse the valley in every direction. All the details of distribution are being carefully worked out by experienced men under the direction of Mr. Mulholland, and the plans call for the most perfect irrigation system ever constructed on such a gigantic scale.

The government grant, by which Los Angeles acquired this valuable water right, stipulated that the Owens River water should be served to citizens of Los Angeles only, hence the city has resolved that the spirit of the law as well as the letter thereof shall be impartially observed. Under these conditions the only way for the San Fernando Valley to secure this boon is to become a part of the city. An election for the purpose of annexing the 76,000 acres embraced in Los Angeles Irrigation District No. 3 will accordingly be held soon. This step will be the final act in the completion of the project which means so much for the territory to be annexed, as well as to the city itself. The benefits of this movement are mutual and no opposition is anticipated.

One of the notable events of the year was the completion of the superb thirty-five-mile lighting circuit which embraces Sherman way and the State highway. This entire district is now as brilliantly illuminated each night as city streets. The spectacle presented when the lights are turned on excites the wonder and admiration of all beholders and many auto parties are attracted to the neighborhood by this feature.

Many miles of good roads have been completed during the past few months. The State highway traversing the south line of the valley is now completed, adding to the convenience and pleasure of large numbers of autoists. A fine macadamized road has also been completed from Owensmouth to Chatsworth Park, connecting with the county highway on the north, thus adding another important link to the good roads system of the valley. Topanga Canyon drive, connecting Owensmouth with Santa Monica, is about half completed, and within a few months a beautiful auto road will traverse the mountains which separate the valley from the ocean. The highest elevation reached on this new road will be 1490 feet, while the grade will be reduced to 5.88 per cent. at the steepest point. The distance to be covered is approximately fourteen miles.

An industry which promises much for the valley has been launched during the past season. Some 100 carloads of casabas have been raised in the valley, the melons growing to perfection here without irrigation. The bulk of the crop was shipped East, where it finds a ready market. A feature of this industry was the shipment of casabas via the Panama Canal, thus reducing the freight rate from $1.25 per 100 to 60 cents.

orders have been booked for large numbers of trees for this season's planting.

New homes are being erected all over the valley and the land is being rapidly settled by prosperous farmers who recognize the tremendous possibilities of this locality.

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SAN FERNANDO CITY.

San Fernando, the oldest city in the valley, still maintains its place as the largest and most prosperous community. The past year has seen much activity, especially in the citrus industry. Many new groves of oranges and lemon trees have been planted. The citrus shipments from this point totaled some 350 carloads for the year. Educational matters have received their full quota of attention. Bonds in the sum of $150,000 have been voted for an addition to the High School building. Ninety-five thousand dollars has also been made available for new grammar school buildings.

A number of handsome residences have been erected during the past twelve months and some $50,000 has been spent in street work. While the city is not included in the irrigation district for the Owens River water, much benefit will accrue to the community from the added productiveness of contiguous territory. With an estimated population of 2500 people, San Fernando bids fair to maintain indefinitely the commercial supremacy which she now enjoys as first city in the valley.

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VAN NUYS.

"The Town that was Started Right" is forging ahead at a pace which gives color to the prediction that Van Nuys will some day be the largest city in the San Fernando Valley. New houses are springing up on every hand and new families are being added to the population of the town almost daily. Construction of the new $70,000 High School building is well under way, an improvement which will add much to the attractiveness of Van Nuys as a home city. High School sessions are being held in the grammar building temporarily. There are now 260 pupils in both schools, as against sixteen four years ago. The Southern California Edison Company has erected suitable buildings for its offices and now makes Van Nuys its headquarters for the valley.

Poultry raising is becoming an important industry in this section. It is estimated that there are some 25,000 laying hens in the vicinity of Van Nuys at present. The rapid development of the horticultural and agricultural industries has rendered the organization of a fruit and vegetable growers' association imperative. A movement is already well under way for the opening of such an institution. It is probable that a cannery will be installed in connection with the packing-house. An able man with wide experience in the marketing of fruit and vegetables will be placed at the head of the organization. The piano and organ factory has orders booked for several months in advance and is doing a thriving business. A Masonic lodge with a good-sized membership was installed here in October, an unusual event for a 4-year-old town.

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OWENSMOUTH.

"The Coming Metropolis of the San Fernando Valley" is the slogan under which the new town of Owensmouth was launched a few months ago. Substantial progress has already been made toward a realization of the hopes of its founders. The opening of the State Bank of Owensmouth was the principal event of the year. The bank has a paid-up capital of $40,000 and is backed by a number of the leading financiers of the State, insuring its stability. The splendid patronage enjoyed by this institution since its establishment in November augurs well for its success as a potent factor in the development of the resources of this district. The Owensmouth bank serves a territory some twenty-five miles in extent, containing a population of several thousand people, who find it most advantageous to do their banking business here.

Educational matters have progressed rapidly. The new $50,000 grammar school was occupied for the first time at the beginning of the school year. In September the Owensmouth Union High School district was organized and school was opened early in October in the grammar building. In December bonds were voted in the sum of $100,000 for the purpose of erecting a new High School building on a site donated by the Los Angeles Suburban Homes Company. A movement is under way for the organization of a fruit and vegetable growers' association, with a cannery in connection. An important feature of the community life is a well-conducted woman's club. A Chamber of Commerce has also been organized to promote the civic interests of the town.

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CHATSWORTH PARK.

Nestling among the giant oaks at the extreme northwest corner of the valley, Chatsworth Park possesses scenic charms unexcelled by any other town in this vicinity. Under the influence of the Owens River water project the community is taking on

000 bond issue was recently voted for the purpose of building a new schoolhouse. Several citrus orchards are being planted and experienced growers consider this a favorable point for this industry. The manufacture of a high grade of olive oil is proving quite successful and promises to develop into an important industry.

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LANKERSHIM.

The harvesting of a bumper crop of fruit was the chief event at Lankershim during the past year. Lankershim elected to remain outside the irrigation district which is to distribute the Owens River water over the valley, hence its share in the beneficent influence of that great project will be indirect. A number of new homes have been built and some road work has been undertaken.

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ZELZAH.

The people of Zelzah are most optimistic regarding the future of this town, and recent events seem to justify a rosy outlook for this community. This will be one of the first points reached by the Owens River water, which is certain to produce marked results in the development of this fertile spot. Several new houses have been erected during the past year and other families have signified their intention of locating here.

Cahuenga Valley.

HOLLYWOOD.

THIS beautiful city of homes shows advancement equalled by few cities in the Southland during the past year. Building permits, bank deposits, postal receipts, population and school attendance have increased greatly during the past twelve months. Twelve new business buildings, constructed of brick over reinforced concrete, two and three stories in height, have been completed on Hollywood boulevard between Highland avenue and Vine street during the past year. The investment for these structures alone totals $175,000. The construction of the Woman's Club House, at a cost of $25,000, was one of the achievements of 1914. An auditorium, to cost the same amount, as an addition, is projected. The Los Angeles Military School was also constructed during the past year. An entrance to Griffith Park from Hollywood has been planned. This will include a roadway 200 feet wide to that beautiful place. Sunset boulevard is being paved through the city, thus connecting Hollywood with the western beaches. The first street lights, ornamental in design, have been placed along Hollywood boulevard.

Deposits in the Hollywood National Bank on October 31, 1914, amounted to $703,443. On the same date last year they were $670,336. The First National Bank of Hollywood reports deposits amounting to $341,367. The Hollywood Savings Bank deposits increased to $168,857. One of the show places of Southern California is the Bernheimer residence, on a high knoll in the northern par of the city, against the foothills. This terraced oriental type of mansion has attracted widespread attention since it was finished this year. The outlay for this residence exceeds $100,000. At the Hollywood Polytechnic High School, than which there is no better, more thorough school in Southern California, attendance increased from 1130 in November, 1913 to 1233 this November. The grammar schools increased in proportion. In the last year nearly a million dollars' worth of homes of the medium cost have been built in this city. Street improvements have kept pace with the growth of the residence section.

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COLEGROVE.

The population of this residence community has increased at least 1000 within the past year. Situated midway between Los Angeles and the Hollywood foothills, its admirable location has attracted hundreds of investors and homeseekers from many parts of the country during 1914. The completion of Santa Monica boulevard through to connecting links gives Colegrove a much-needed outlet to the western beaches. Business houses have been erected in 1914 to the amount of many thousands of dollars, while the street improvement other than the boulevard has kept pace with the growth in other lines.

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SAWTELLE.

Advancement was the civic motto of Sawtelle in 1914. Here, the enterprise of citizens manifested itself in the improvement of streets, parks, boulevards and the building of a grammar school, besides numerous other municipal betterments. The fair visitors will find Sawtelle transformed from a hamlet contiguous to the Soldiers' Home a few years ago to an independent, wide-awake city of 3500 population. One of the great advantages of this city is in its location. But three miles from the sea and fourteen from Los Angeles, it is situated in a belt of soil remarkable for its garden products. Around Sawtelle are approximate-

Great Development Era Begins in Kern County.

NEW SETTLEMENTS.

FEW if any counties in California have a better outlook for 1915 and the years immediately following than has Kern. Numerous movements are under way that promise the beginning of great development, continuing and enlarging upon that which has been brought about within the past few years.

One of the foremost among these movements is the proposed settlement in Kern county of a portion of the refugees from Belgium who may be brought to California. With fully a million acres of vacant agricultural land within its borders, to say nothing of that which is held by big corporations, Kern county offers great opportunities to the exiles. In turn, the Belgians offer the county substantial citizenship.

The citizens of Kern county, the county authorities and the various civic organizations have entered with enthusiasm into the project to establish the Belgian farmers in the second largest county in California, and one which needs more population fully as much as any other.

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ARTESIAN WATER.

The discovery during 1914 of artesian water over a greatly-increased area of the county opens a large vista of possibilities for 1915, 1916 and the years to follow. Years ago artesian water was found and has proved itself to be a great benefit to the country around Delano in the north of the county. During 1914 flowing artesian wells were successfully completed in the region southwest of Bakersfield on the great Tejon ranch at widely-separated points, and artesian water that rose nearly to the surface has been found in the new wells in the Weed Patch section, lying between Bakersfield and the Tejon country, where, within the last few years, immense areas have been developed and settled by the use of pump irrigation.

The Tejon ranch was taken over more than two years ago by Los Angeles capitalists. The great State highway from Los Angeles to Bakersfield, via Tejon Pass, runs through all this region. The electric railway between Los Angeles, Bakersfield and the West Side oil fields, whenever built, will tap this country, now entirely without rail transportation.

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LANDS THROWN OPEN.

During the last two years the Southern Pacific has placed on the market vast bodies of its land in the southeast corner of the county lying to the east, northeast and southeast of Mojave. Hundreds of new settlers have come. Artesian water has been successfully obtained at many points all around Mojave, and lands formerly worthless have taken on value. Mojave, the town on the desert brought into existence and maintained hitherto by a few mines and the work of two railroads that form a junction there, is today the center of a growing farming region, and its population has grown to about 1200 people, with a weekly newspaper as its latest acquisition.

The settlement of this region and that along the Los Angeles Aqueduct all the way into Inyo county may be considered certain to increase more rapidly than ever during 1915.

The settlements that have come to the front in Kern county during the last few years — Delano, McFarland, Wasco, the Weed Patch section and Tehachepi—are all growing still and promise greater growth next year than ever.

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NEW INDUSTRIES.

Cotton growing on a substantial scale is likely to be among the new industries of Kern county started during 1915. A syndicate of Southern Californians has secured a large acreage in the Shafter district north of Wasco, and will plant and market the great staple. The war may or may not check this move temporarily, but it is not expected to have any permanent effect.

Experiments in the cultivation of rice in Kern county have been very successful, and the future of this crop is no longer in doubt. The acreage will be greatly increased in 1915.

In consequence of the offer of a beet sugar factory at Visalia to purchase the entire crop, settlers at McFarland and Wasco will plant a large acreage in sugar beets in 1915 for the first time.

Orange county walnut growers have purchased land in the Weed Patch section southwest of Bakersfield, and will plant groves, which will give Kern county a new crop, and one which has flourished greatly south of the Tehachepi and has become an important industry there.

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FRUIT CULTURE.

During the current season Kern county will ship more than 21,000 boxes of oranges, 15,000 from San Emidio, 3000 from Tejon, 2500 from Edison and 1000 from other districts. The county has 1737 acres planted in oranges, lemons and grapefruit, of which nearly 1100 acres were planted during 1914, and only 657 acres have been planted over a year. A new packing-house is to be built at Edison in the near future. Of the acreage planted in 1914, 858 acres were in the Jasmine district near Delano in the north of the county. Conditions of climate and soil in Kern county are favorable for growing citrus fruit.

Deciduous fruits of every variety are also raised in Kern county. Apples, peaches, pears, plums, quinces, apricots and all similar fruits grow here to perfection.

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RECLAMATION PROJECTS.

Near Button Willow, between Bakersfield and McKittrick, Miller & Lux are carrying out a huge reclamation project that will result in adding many acres to the cultivable land of the county. In the Lost Hills the same company and the Carmel Cattle Company, a Los Angeles corporation, have united in a project to run a canal from Tulare Lake and to reclaim a large area of hitherto unused land.

The now combined cities of Bakersfield and Kern have increased their population to 18,000. Four towns have become incorporated cities in the same period—Taft, Maricopa and McKittrick in the West Side oil fields and Tehachepi in the mountains.

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CATTLE AND SHEEP.

While Kern is no longer the almost exclusively stock-growing county it was once, it is still the foremost in the State in those lines. The value of its beef cattle is about $1,000,000 a year. The industry is no longer confined to raising beef cattle, for vast dairy herds are found in all parts. Dairies and creameries have been started at several points, and others are contemplated in the immediate future. A dairy in Bakersfield today furnishes milk and cream for all the Santa Fe dining cars and Harvey eating-houses. The annual value of the county wool crop is $1,000,000. So vast is the area of Kern county that the most extensive and rapid development possible will still leave tens of thousands of acres of magnificent grazing lands for cattle and sheep for an indefinite period.

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OIL AND MINERALS.

In the production of mineral wealth, Kern is the foremost county in California, about 90 per cent. of this wealth being in oil, of which the county produced about 65,000,000 barrels during 1914, more than any State in the Union, except California; more than any foreign country—with the probable, although not yet certain, exception of Russia—and more than all the world outside of the United States and Russia. The value of Kern county's oil in 1914 at the low estimated average of 60 cents per barrel was $40,000,000; the entire output of gold in the State in 1913 was only half this amount, and it was probably little, if any, greater during 1914.

But for the European war, which cut off large markets for fuel oil and forced big reductions during the last four months of the year, this production would have been greater. The effect of the war, the opening of the Panama Canal and the big exposition at San Francisco, all immediate factors to consider, upon the oil industry during 1915, is problematical. In view of the surplus storage on hand in the State, 56,000,000 barrels, and the uncertainties of the war, it is possible that there will be no increase, and perhaps a decline, in the output of 1915 as compared with 1914. Such a decline, however, should it come, will not be great, and will be only temporary in its nature.

The utilization of the natural gas resources of Kern county has barely begun with the piping of the same to Los Angeles and other cities of Southern California. Millions of cubic feet of this gas are still being wasted daily.

Besides oil and gas, Kern county has great, but only partly developed, wealth in gold, silver, lead, copper and other metals. The history of Randsburg and the famous Yellow Aster gold mine is well known. Other metal mining districts are Johannesburg, Mojave, Soledad, Rosamond, Caliente, Piute, Greenhorn, Havilah, Kernville and Amalie. This last named, an old district, has been enjoying a boom during the last quarter of 1914, which may develop into a steady healthy growth during 1915 and 1916. It started with excitement over rich ore encountered in the Joe Ferris mine.

The only tungsten mine in the United States and the largest in the world is at Randsburg, and ships its ore to the Atlantic seaboard. Borax deposits also exist, and all over the surface of the West Side oil fields are vast undeveloped beds of gypsum. Fuller's earth has also been developed successfully. Asbestos has been found, but never developed.

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IMMIGRATION.

The opening of the Panama Canal is expected to bring to California many immigrants from Europe, the coming of whom will follow the conclusion of peace. Of this immigration Kern county is in a position to receive a fair proportion. The fact that there are substantial colonies of Italians, French and Spaniards already established within its borders is likely to prove an additional attraction to these people.

Inyo, County of Abundant Natural Riches.

VARIED PRODUCTS.

IF INYO COUNTY should by any unforeseen chance be so isolated from the other portions of the United States as to make it entirely shut off from every kind of transportation facilities, the people residing therein would not suffer any inconvenience for want of the wherewithal to sustain them. They would be supplied with food, fuel and water indefinitely. The streams are filled with unlimited quantities of trout, the mountainsides and valleys abound in all sorts of wild game, the meadow lands with their rich abundance of alfalfa afford feed for many head of fine cattle, sheep and hogs, and the ranches produce great harvests of wheat, corn and barley, together with every sort of vegetable and foodstuff. Thousands of bees furnish the prize-winning honey of the country, the trees in the many orchards are burdened each year with hundreds of red apples and other fruits are raised in abundance. Local mills grind the best of flour, from the creameries come hundreds of pounds of yellow butter. Soda and salt are obtained from the great deposits in the lower end of the valley, where is located one of the largest fields of pure salt in the world, and the largest deposits of soda and borax.

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ELECTRIC POWER.

The mountain streams have been harnessed to generate electric power for local heating and lighting purposes, as well as for the transmission to outside points over the longest high-voltage wire in the world, connecting this county with San Bernardino and the Imperial Valley, and the mountain ranges on either side of the valley are heavily wooded, affording both fuel and building material. These mountains are famous for their minerals, being rich with gold, silver, copper, lead, etc.

The Owens River Valley is the most fertile portion of the county. It is about 100 miles long and from eight to twenty miles wide, and has an elevation of from 4200 to 2600 feet. On the east are the White Mountains, and on the west the beautiful Sierra Nevadas, whose peaks are covered most of the year with snow, this being the source of an unlimited supply of pure water. This valley is a veritable wonderland, with its rich vegetation and its magnificent scenery. Agitation looking toward the building of a State highway through this valley, connecting Los Angeles with Lake Tahoe and the north, has brought many automobilists in here recently, the last year especially being one of unusual tourist travel. The unsurpassed fishing and hunting, together with the grandeur of the scenery, are always a surprise and a delight to the stranger. It is estimated that about 3000 people made the long trip by auto over the desert, mostly from Southern California, to the mountain resorts of Mono and Inyo county last year.

The State Highway Commission has this month made the preliminary survey of the road from Independence, the county seat of Inyo county, to Bridgeport, the county seat of Mono, with the view of declaring this section of road a State highway. The final survey will be commenced about the first of February. It is expected that the actual work of constructing the highway will be started early next summer. Summer begins about the first of April. The summer days are hot, but are tempered by cooling winds from the mountains. The nights are universally cool. Autumn begins about the first of September, and the glorious golden days by which this season is marked last up to Christmastide, with little variation in temperatures save a gradual dropping of the mercury at night. Following January 1 there is usually a light fall of snow in the valley and heavy snowfall in the mountains. Apples raised in this valley are blue ribbon winners wherever exhibited. About 2000 acres are set to this fruit. Pears, grapes and peaches also thrive in this altitude and sunshine. Potatoes, alfalfa, sugar beets, corn, wheat, oats, barley, etc., all produce enormous crops.

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BIG PINE.

The next largest town in the valley is Big Pine, a shady little village seventeen miles south of Bishop, where the Lincoln Highway enters California. The citizens here have a wide-awake Improvement Club, a bank, a newspaper, two hotels, High School and grammar school. The streets are lighted with electricity and the town has also a water and sewer system. Above Big Pine are the famous glaciers of the Sierras.

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BISHOP.

Bishop is the largest town in the valley and is the only one incorporated. It has a population of 1700 people. The altitude at this point is 4200 feet. The streets of Bishop have all been graded. The city has a municipal sewer system and a water system which furnishes pure mountain water free to all local residents. Fire protection is afforded by a modern department equipped with a fine new motor truck. Streets and homes are lighted by electricity. Five churches, an accredited High School and new $20,000 grammar school afford religious and educational advantages. There is a Presidential postoffice located here, two telegraph and telephone offices, Wells-Fargo Express office, flour mill, three first-class hotels, two newspapers and a good opera house. The Forestry Department and Indian Service both have headquarters here. The Chamber of Commerce is an up-to-date organization of business and professional men and the Pinon Club, an exclusive gentlemen's club, supports handsomely furnished clubrooms and leads in the social life of the city. The Woman's Improvement is another important organization having clubrooms in the new City Hall, where is also located the Bishop branch of the county library.

Two well-capitalized banks and a number of prosperous business establishments make Bishop financially independent.

The Inyo Good Roads Club is located here. This is one of the most aggressive boosting organizations in the State.

At Bishop each year is held a Harvest Festival, a medium for both amusement and advertising.

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INDEPENDENCE-LONE PINE.

Independence is the county seat, with Courthouse, county library, weather bureau, land offices, etc. The women here have an improvement club and here is also a newspaper and two hotels.

Lone Pine, sixty miles south of Bishop at the base of Mt. Whitney, is the oldest settlement in the valley. Keeler, a mining town on Owens Lake, is the only other town of importance in the county. Here are located two soda factories and a smelter and from here is shipped salt from the Saline Valley salt fields on the other side of the mountains. The old Cerro Gordo mine is located at Keeler.

The women of this county, under the direction of the Inyo county branch of the Woman's Board of the Panama-Pacific Exposition, are planning for an exhibit at the San Francisco fair. An organization has already been perfected with Mrs. G. P. Doyle of Bishop as president, and sub organizations have been launched in other sections of the valley.

Only Himself.

The man who cannot prosper in Southern California must needs look in the glass to see if the fault is not with him. He may be a clam or a goop. There is no room for such, even in this land of wonderful opportunity.

is also the center of a great grain-raising country. Hundreds of sacks of barley are shipped from this city every year.

The assessed valuation of Sawtelle is now over $1,100,000, soldiers' exemptions amounting to more than $200,000. A project for the building of a City Hall on Oregon avenue is taking definite shape, and bonds will soon be voted for this purpose. During 1914 the city began the improvement of Fremont avenue to make it a part of a new boulevard to the sea from the end of Pico street, Los Angeles. Besides this, the city improved and paved over four miles of streets.

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SHERMAN.

This ideal home community expects that 1915 will be an epochal year in the history of the town, because of its location and civic improvements recently completed. The grandeur of the view of Sherman residents cannot be excelled in this section. Homes are situated on a slope, from Santa Monica boulevard, which, with the Foothill boulevard, runs from Los Angeles and Hollywood to the sea. This place is the location of the Pacific Electric car shops, which employ hundreds of men, and of the oil companies, which operate on the mesa southwest of town. There are at least 2200 persons here, as is shown from the registration figures of 800 at the last election. The balances of the local bank have increased from $80,000 to $100,000. At least a score of pretty homes and a few business houses have been erected in 1914.

Ninety acres east of town are being improved, and these acres will soon be improved with bungalows. The beautiful country home of E. L. Doheny, one of the show places of this section, is situated between Sherman and Beverly Hills. The Sherman school, which has an enrollment of 200 pupils, will be enlarged during 1915, because of the increase in the number of pupils.

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BEVERLY HILLS.

Many beautiful residences have been built in the past year in Beverly Hills, one of the most beautiful residential districts in the suburbs of Los Angeles. Beverly Hills Hotel cost $300,000 and is filled to capacity during most of the year. Residence lots are exceptionally large and the percentage of homes costing $20,000 or more is high.

San Gabriel Valley.

UNITED IN PROGRESS.

IT IS only within the past year that the people in the San Gabriel Valley, which represents the extreme eastern part of Los Angeles county, have awakened to the many wonderful advantages that nature has offered them. With a climate not to be equaled in any part of the world, and advantages of soil whose fertility is unparalleled, coupled with an abundant water supply, progressive citizens representing twelve or more cities and towns and many millions of dollars of property have combined under the name of the "Federated Chambers of Commerce of the San Gabriel Valley," to exploit and develop this section of the great Southwest, which has been most indifferently considered by the home hunter. Besides the abundant gifts of fertility of soil and general productiveness that nature has bestowed there are also the wonderful scenic advantages that are to be enjoyed everywhere the tourist or the home-hunter may turn. Beautiful verdant valleys beckon, and the soft air whispers of the hillside slopes, or the orchard or truck garden that may be developed near the side of a gurgling stream. The development of roads that will bring a ready sale for the abundant produce that may be raised is one of the chief aims of the organization.

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ALHAMBRA.

With hundreds of thousands of dollars' worth of improvements completed and in course of construction, Alhambra reviews the year of 1914 as one of phenomenal growth and prosperity. Early in the spring bonds for $200,000 for new schools were voted, and work has been commenced on two new grammar schools and a new high school group. The high school site occupies ten acres in the heart of the city, and at a cost of $100,000 a science hall, gymnasium, manual arts and central heating plant will be constructed, work on the group being already under way. A new City Hall was completed early in the spring at a cost of $50,000, and a new library also costing $50,000 may be ready for occupancy early in the new year. The combined assets of the three banks of the city is over $1,000,000, and the city has not been affected by the financial depression generally felt throughout the country. The total assessed valuation is $9,235,690, showing a distinct gain of 20 per cent. over last year. One hundred and five thousand four hundred and twenty-five dollars has been expended for street improvements, which includes five miles of paved streets, many miles of new sidewalks, gutters and many ornamental lights. The city now has fifty miles of paved streets and an equal number of miles of lighted thoroughfares. The building permits amount to nearly $500,000 for bungalows and homes ranging in amounts from $2000 to $12,000. The fire department is thoroughly equipped, having three fire stations and four pieces of modern fire-fighting apparatus.

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SAN GABRIEL.

Celebrated all over the world as the seat of the old mission, which was built in 1771, the city of San Gabriel is experiencing one of the greatest eras of prosperity in its history. The industries of the section are principally orange growing, small fruit and vegetable farms and poultry ranches. During 1914, 400 carloads of oranges were shipped East, thirty-five carloads of wine and five carloads of walnuts. Practically all of the vegetables used in Southern California are sent out from this vicinity, and winter vegetables find markets from El Paso to Portland, Or. Thousands of dozens of eggs are shipped yearly, and the fame of the fancy poultry that has been specialized in on many of the poultry ranches has spread to all parts of the world, recently a shipment going to New Zealand. During the year a charter for a new bank has been received, $8000 has been voted for school additions and improvements, and there is now $40,000 worth of work being done on new bridges and rehabilitation of others. Much street improvement has been accomplished, and the City Council is now at work trying to procure an ornamental lighting system.

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SUNNY SLOPE.

Sunny Slope, a half-hour's ride east from Los Angeles on the electric cars, is not incorporated. It was originally the home place of Senator L. J. Rose, and comprises 1400 acres. Until five years ago 700 acres was in wine grapes, which have since been dug out and replaced with young orange groves, which are making a fine showing. Orange avenue is one of the picturesque drives in this part of the country, getting its name from the old seedling trees that line both sides of the road. These trees are said to have been planted nearly sixty years ago, and are still bearing heavy crops annually.

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SAN MARINO.

Embracing an area of 2237 acres, the city of San Marino was incorporated on April 25, 1913. Its assessed valuation is $2,980,745, and the homes of the residents in most cases comprise large estates, surrounded by magnificent orange orchards. The finest streets in Southern California is the boast of San Marino, and there are in the city twenty-three miles of streets well paved and in excellent condition. The San Marino packing-house, which ships many cars of fruit to eastern markets annually, is just outside of the city, and handles practically all of the fruit grown in this vicinity.

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AZUSA.

Snuggling picturesquely at the base of the Sierra Madre Mountains, Azusa, the frostless city, claims the distinction of putting more oranges and lemons on the market than any other section of the orange-growing country. Five hundred and twenty-five cars of fruit were shipped to eastern points when the packing-house closed in November. The reopening of the packing-houses, which give employment to hundreds, is usually in December. A new grammar school is in course of construction at a cost of $7000, and will be ready for occupancy early in January. A third building is being added to the High School group at a cost of $10,000. The assessed valuation of the district is $1,500,000. The population is 2000. A new church has just been completed at a cost of $40,000. On October 24 bonds were voted for $55,000, of which $35,000 will be used for a new and modern water system, and $20,000 will be used for a lighting system.

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SIERRA MADRE.

This city was incorporated in 1908 in the sixth class of cities. Since that time there has been a constant growth. Large tracts of acreage have been transformed into desirable suburban residence sites. The Woman's Club, Board of Trade and other civic bodies have done much to aid the march of progress in this community. Through an enterprising board of school trustees one of the best-equipped schools of the county has been established, and additional buildings for the accommodation of the growing attendance is contemplated in the near future. All departmental work is now being done by the different classes, and the Woman's Club House is being used for a growing kindergarten class. All conveniences known to a large city are found in this place. Many new scenic trips have been opened up for the automobilist. Receptions, dances, theatricals and moving pictures are provided in the social life of the community. The Pacific Electric Railway is constantly improving its service. Owing to the large registration during the last general election, the city is to be divided into two voting precincts. A well-established sanatorium provides for the comfort of those who seek this well-known health resort. A recent bond election of $110,000 gave the city a municipal water plant. The population at the present time figures close to 1800 people. Churches of all denominations are found here. Its accessibility, climate and the congeniality of the old English set, who established the townsite, have done much to make this one of the charming spots of California in which to reside and enjoy life to the fullest.

Pomona Valley.

POMONA CITY.

THE fact that Pomona is located in the center of one of the greatest fruit-growing sections of the world, surrounded by 15,000 acres of citrus fruits alone, has had much to do with the present satisfactory state of the community. The Pomona Cannery packed 2,000,000 cans of fruit and dried hundreds of tons of apricots. Local workers have been given employment in the orange-packing houses and cannery and the Pomona Manufacturing Company, which has increased its floor space to 70,000 square feet the past season and now employs a hundred men manufacturing deep-well pumps and all kinds of brass, iron and aluminum work, is operating twenty-four hours, six days of the week.

The assessed property valuation here is $8,500,000, and the estimated population is over 14,000. The combined capital, surplus and undivided profits of the four banks is $630,000 and the deposits about $2,600,000. In the past few months the new Washington and the Alcott primary schools have increased the amount invested in high, grammar, primary and kindergarten-school buildings to nearly $475,000. A night public school—a new venture—taught by local teachers, has the phenomenal enrollment of a thousand pupils from young to past middle-aged people. Sessions are held twice weekly and practical courses of instruction are offered. There are ninety-six teachers in the regular day public schools and nearly 2900 scholars.

The receipts of the Mutual Building and Loan Association for four months ending with November exceeded the receipts of a similar period during 1913 by $77,000. Considerable building of homes has resulted. Four business buildings aggregating $25,000 have been erected in the business district. The annual postoffice and railroad freight receipts show up satisfactorily and there have been no business failures. It is also stated from the County Sheriff's office that there are fewer foreclosures in Pomona than elsewhere. The circulation of the public library is constantly increasing and there are now 26,500 volumes in the institution. Preparations are being made for the expenditure of $150,000—half raised by a city bond issue and the other half paid by abutting property owners—for the improvement of nine and a half miles of good roads, to add to the many miles of excellent streets already paved.

The dairy and poultry businesses being conducted on large acreages south of the city are steadily increasing. A new industry established during the past year is the Pomona Citrus Fruit Juice Company, organized for the manufacture and preservation of pure lemon juice and other citrus by-products. Pomona is stated by telephone statisticians to have the largest percentage of telephone users of any community of like population in the world.

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CLAREMONT.

The most important event concerning the welfare of this district is the consummation of the million-dollar endowment for Pomona College. Already over $950,000 has been subscribed, and the balance is almost within sight; $100,000 of this amount has been the gift of the citizens of Claremont. The $100,000 music hall, given to the college by Mr. Bridges of San Diego in memory of his daughter, is nearing completion, and will be ready for occupancy early in the new year. The $10,000 art building, Rembrandt Hall, has already been completed and is being used by the art department of the college. Another feature in the forward movement in college activities is the $25,000 endowment for lectureship, enabling the college to bring the very best lecturers from the East here each year. $50,000 has also been given to endow the parks and campus of the college, and much improvement is already notable along these lines.

As an item of new enterprise may be noticed the development of some 600 acres of land lying north of Claremont and known as the Claremont Heights Development Tract, owned by a syndicate of wealthy Pasadena capitalists, who are removing the rocks and sagebrush and planting this whole fertile tract to oranges. Three of the best wells in the country have been developed on this land, which insures the success of the undertaking.

The Union Ice Company has commenced the construction of a $100,000 ice plant and precooling station, which will be an immense asset to the citrus industry of this district, over 2000 carloads of fruit being shipped from Claremont every year. Early in the year we carried good road bonds and the Foothill boulevard is now under construction through Claremont, and will be completed by the new year. This is of concrete base and of similar construction to the State Highway.

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COVINA.

The building of $100,000 worth of macadam streets in the mile-square which comprises the city of Covina has been the principal activity of the community as a municipality during the past year. The officials are carrying out the policy of keeping a certain amount of street work in progress at all times. The city has purchased a modern fire engine, chemical and ladder truck at a cost of $9000. The main streets have all been fitted with ornamental lights.

In the valley surrounding the city the most significant improvements have been the finishing of a macadam highway of five miles, connecting Puente with Covina, and the macadamizing of several roads, through the medium of the county and rancher act.

The walnut industry rose to the point of returning $120,000 to the growers this year in the country south of Covina city. All of this territory is set to young trees, and the crops are automatically growing larger as the trees get older. There are now 2200 acres of producing walnut trees.

The greatest crop in the history of the industry was raised by the orange growers in the Covina Valley, but prices were very moderate during the early spring and summer. The trees are set with a light crop for the coming season, and experts say that the fruit will bring as much money as the crop of the present season.

Because of the activity of schools, clubs and civic organizations, the Covina Valley will be a blaze of flowers during the coming year, as a preparation for the coming of the tourists to the 1915 expositions. All school yards have become flower gardens, and all space around clubhouses and public buildings has been planted to shrubs and flowering plants.

• • •

DUARTE.

Duarte, located twenty miles east from Los Angeles, is not only the home of luscious citrus fruits, but it is a locality where beautiful homes surrounded by picturesque gardens abound, where scenic canyon resorts attract the outside world, and where in club and school and in private home the doctrine of beautifying roadsides and parkings for the Panama fair guests is being promulgated. The possibilities of Duarte as evidenced in its natural beauties and its bountiful water supply find their compliment in the loyal citizens who cherish such love to their homes that Duarte is a stranger to "For Sale" signs.

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SAN DIMAS.

San Dimas, one of the earliest districts in California to plant citrus trees, continues to hold its place as a leader in the shipment of high-grade oranges and lemons. It has the largest lemon-packing house in the world. With soil and climatic conditions that are not excelled anywhere the groves yield heavily and consistently, and the prices of orange groves maintain a high level because of their great productiveness. New groves and homesites extending to the foothills have increased the population, valuation and production of San Dimas nearly 50 per cent. in the past few years. The citrus industry has been notably helped by the development of additional water supply.

• • •

ARCADIA.

Nestling among the oaks and sycamores the townsite selected by the late E. J. Baldwin is gradually branching out as one of the beauty spots of Southern California. The area covered by this city is four square miles. From a floating population of less than one hundred, it now contains nearly 1000 permanent residents. The town contains two well-equipped schools, a First Presbyterian Church, Woman's Club, public library, electric lights, telephone and telegraphic service. Recently a bond election carried for $131,250 to install a municipal water plant, and $150,000 for the building of good roads, there being fifteen or twenty miles of macadamized roadways mapped out. Considerable of the acreage of the old Baldwin ranch has been cut into suburban lots and many fine residences have been erected. The Santa Fe, Southern Pacific and the Pacific Electric railways make this place accessible to all commuters. The management of the Baldwin estate has done much to advance the interests of this growing city.

• • •

MONROVIA.

With half a million dollars already expended in municipal improvements, including a city water system, valued at $100,000, a sewer system that cost $120,000, school buildings at $100,000, and miles of superb pavements, Monrovia is now putting the finishing touches on municipal improvements by way of completing a good job. During the past few months the city has voted $15,000 in bonds for street improvement and maintenance, and is just now completing a $7000 job of installing a double row of electroliers three-quarters of a mile through the business section. Shortly after the first of the year the citizens propose to build a

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GRANITE QUARRIES.

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All the trading centers of Tulare county have shown consistent improvement during the past year.

* * *

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In Visalia, the county seat, plans are now under way for the expenditure of upwards [illegible] being raised for the construction of about ten miles of paved streets, of a system of electroliers with which to light the business district and in the completion of an adequate sewer and water system. Plans are now being carried out for an irrigation project as a result of which, under the Wright law, it is hoped to put water on a large share of the prosperous Yokohl Valley, a large portion of which is adapted to citrus culture.

Porterville has continued to prosper. During the year five handsome business blocks have been erected, necessary legal steps have been taken for large additions to the paved area which will make of Porterville the best paved city of its size in interior California, and large additions have [illegible] for system being, it is said, less than that for the average pumping plant.

* * *

FAIR EXHIBITS.

Preparing for the influx of tourists in 1915 the Tulare county publicity bodies have arranged for ambitious exhibits to be maintained in both San Diego and San Francisco. At the former exposition Kern and Tulare counties will occupy their own building, which is already completed. In San Francisco liberal space has been secured and arrangements are being perfected by which auxiliary advertising will be used to make the most of the effect of the display.

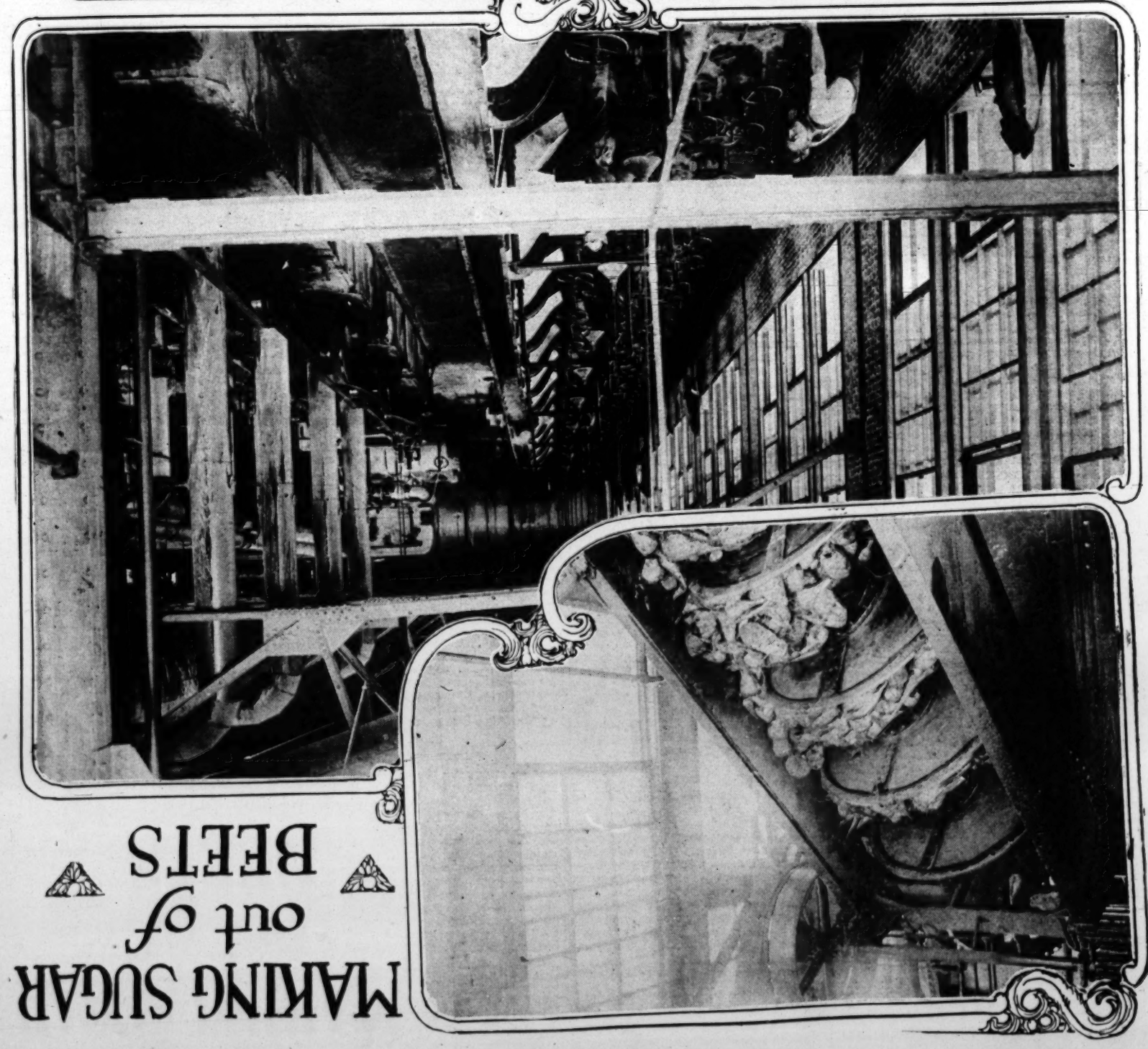
Originally intended as a development in time for 1915 it may be the middle of the [illegible] tion, is under way, the State Fish and Game Commission has approved of the plans, already sent its best experts to study the situation and will pay for the operation of the big plant.

Happy New Year.

There is no better way for folks who love a delightful climate and all that makes for a glorious existence, than to celebrate the New Year by coming to sun-kissed Southern California.

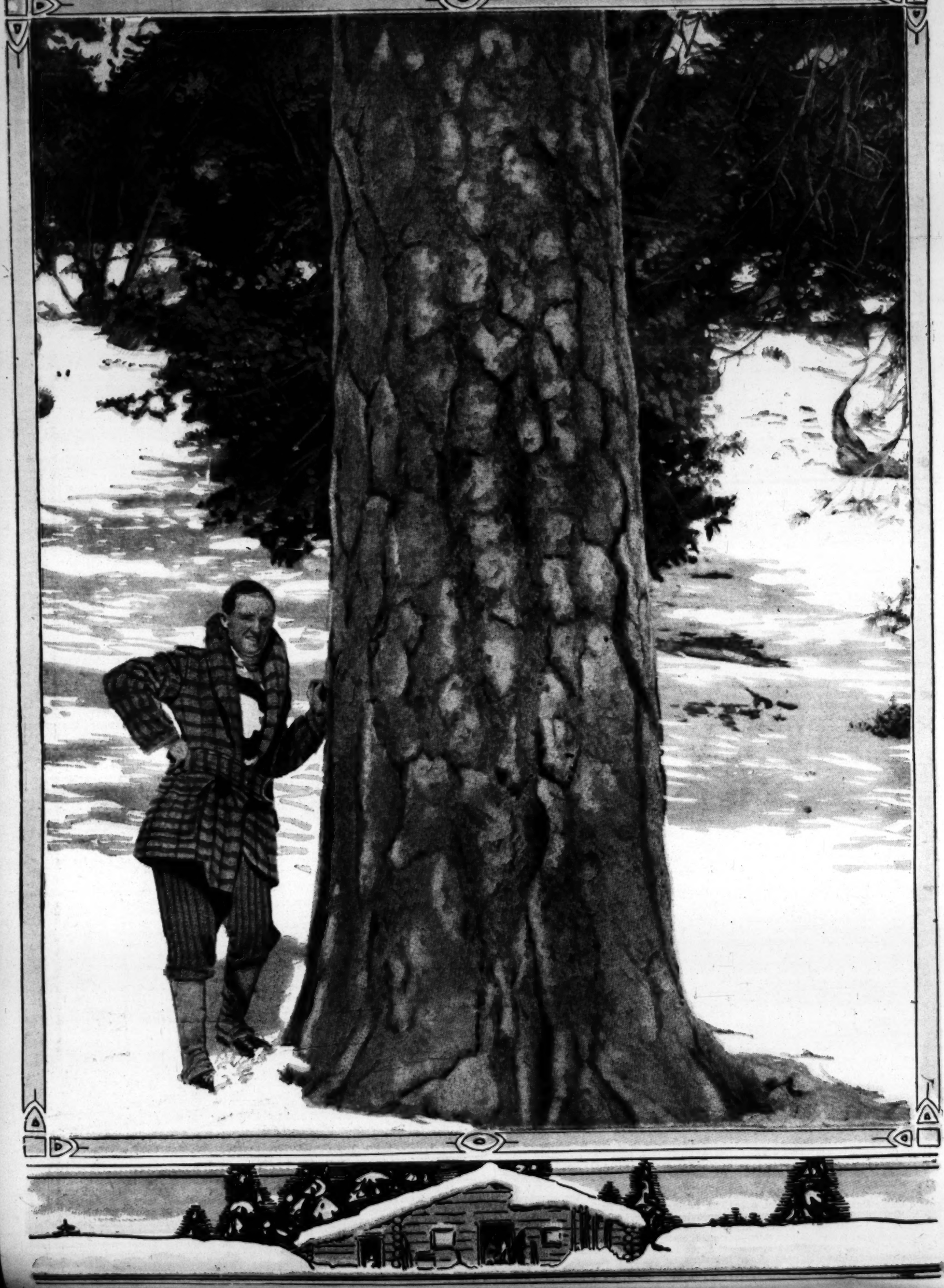
Sure Not.

The author of the well-known hymn, "I Would Not Live Alway, I Ask Not to Stay," was not a resident of Southern California



MAKING SUGAR out of BEETS

Midwinter in San Antonio Canyon.



Kings County, Out of Debt, Grows Richer.

WEALTH IN SOIL.

WITHOUT a cent of bonded indebtedness Kings county, one of the smallest counties of the State, feels itself as rich as the richest.

It is distinctively an agricultural county where the broadest extent of diversified farming obtains, and where, secure in an ample water supply, blessed with fertile soil and rewarded for their labors by unfailing crops from year to year, the farmers rejoice in their successes and live up to a standard of comfort enjoyed by few sons of the soil in any land.

With an annual export production of nearly $9,000,000, all drawn from its soil, and an assessed valuation of but little more than $13,000,000, the investment of those who have cast their lot within the confines of Kings county is readily seen. The closest investigation will bear out the statement that its lands under production yield annually $200 per acre, as an average.

* * *

LANDS FOR SETTLERS.

Notwithstanding these conditions there remain many unproductive acres which are waiting for settlers that will surely come. These raw lands may be purchased at prices within the means of the small investor—land values are not inflated in Kings county. Only now are settlers becoming awake to the fact that this county offers unusual promise to those who are seeking a home where they can enjoy comfort and prosperity and escape the rigors of cold and drudgery of life that exist in the older regions of the East. Large tracts are being cut into smaller farms and land which will yield as richly as the best now under cultivation can be bought at from $75 to $100 an acre.

Abundant crops have been raised the past year. The live-stock industry has yielded an income of $1,320,285 during the past twelve months; the county's harvest of wheat and barley brought returns of $1,586,250; its total fruit crop, including dried fruits, raisins, fresh fruit, table grapes and small fruits, gave to the farmers the snug fortune of $2,015,000 this year of 1914. In addition the alfalfa hay and forage crops yielded an income of $1,750,000.

There are nine creameries in the county and from these institutions the dairy farmers receive monthly an aggregate of $125,000 as an average, swelling the annual income of the county an additional $1,500,000, and with poultry and eggs, which net farmers engaged in that line of agriculture $500,000 annually, the grand total of export production reaches well toward the $9,000,000 mark.

* * *

URBAN CENTERS.

Kings county has a population of something over 19,000. Like all agricultural communities the county has its urban centers. There are three incorporated cities and many smaller unincorporated towns and villages in the county.

Hanford, the county seat, has a population of 6500. Its development into a busy little metropolis is traced to the richness of its surrounding country—its trades people enjoy a brisk business at all seasons of the year. It is a lively little city filled with happy homes. Its people meet the problems such as confront all cities of its class everywhere with an independent spirit and its enterprise has won for it an enviable reputation among the cities of the State.

* * *

PROGRESSIVE HANFORD.

The city of Hanford has well-paved streets, pretty homes where rose gardens and beautiful lawns are maintained, and every phase of society life is covered by its institutions. A Carnegie library is numbered among its educational advantages. The city maintains excellent schools in which manual training and domestic science are now beginning to absorb especial interest, to the extent that both elementary and High Schools are now constructing special buildings to house these branches. Every denomination common in America is represented by churches in Hanford. The same is true of fraternalism. There are lodges of twenty-six different orders meeting weekly or semi-monthly in the Kings county seat. Neat up-to-date stores line its streets in the business district in an area covering fifteen blocks, wherein splendidly wide streets are paved with asphalt and a special lighting system is maintained by the merchants for Saturday night illumination. There are two theaters, two sanatoriums, three good hotels, besides several rooming-houses and many eating-houses.

* * *

TREASURY SURPLUS.

The county's business is transacted in a beautiful courthouse surrounded by an inviting park. To this courthouse the past year it was found necessary to add a $30,000 wing to accommodate the growing business of the county. It was only necessary to draw on the surplus of the county treasury to obtain the money to meet the expenditure and no bonds were issued—the people here believe in paying as they go, and are able to carry out that principle.

There is at present under construction an $85,000 sewerage system which includes a sewage disposal plant located on a sewage farm two miles beyond the city limits, thus assuring the highest possible standard of health conditions. The city has an abundant supply of pure artesian water.

Giving employment to many persons almost entirely the year round, the industrial plants of the city of Hanford include four dried fruit and raisin-packing plants, a cannery, a pump and engine works, a foundry, two creameries, a flour mill, scraper factory, an incubator factory, a bottling works, a tank-building plant and many smaller institutions, besides an electric power plant, a gas works and waterworks. Hanford enjoys free mail delivery service and six rural routes cover a radius of ten miles in every direction. Two daily newspapers, two weekly newspapers and one semi-weekly newspaper issue and reach wide circulation in and about Hanford.

* * *

LEMOORE—CORCORAN.

Lemore, the second city of the county, has a population of 2000. It is in the center of a rich dairy, grain and fruit region; contains a winery; publishes two weekly newspapers and is a lively little trade center for one of the most fertile sections of Kings county.

The new and enterprising city of Corcoran has about 1200 population. It is situated close to the mammoth grain fields of the Tulare Lake region and this season handled through its warehouses upwards of $1,000,000 worth of wheat and barley. It is surrounded also by a wealthy dairy country; maintains two creameries and ships much cream and butter to Los Angeles.

The main line of the Santa Fe, a branch of the Southern Pacific and the Hanford and Summit Lake railways traverse Kings county, the county seat being on all three.

While at present Kings county has no bonded indebtedness, it will shortly submit to its taxpayers a proposition which involves a $650,000 bond issue for the purpose of building a comprehensive system of permanent good roads. Like all progressive communities, Kings county believes that good roads are a valuable asset.

So with fertile soil, an enterprising people and unfailing crops, Kings county stands out as one of the richest and most prosperous counties of the great San Joaquin Valley. Its people are justly proud of the achievement wrought since the county was formed twenty-two years ago and they have been months planning to show their light to the great world of people who will throng to the State during the two big expositions which are about to throw open their gates.

* * *

FAIR EXHIBITS.

Kings county has joined its interests with eight other counties of the San Joaquin Valley and will collectively exhibit its products at both of the coming expositions in 1915. For nearly a year the Kings County Exposition Commission has been preparing a representative exhibit and a display is now ready that will disclose to the world its splendid advantages, covering the field of agriculture in all of its phases. To accomplish this a small tax was levied, thus casting the burden equally over all the taxpayers of the county. About $35,000 will be expended in advertising by Kings county during 1915. It is proposed to maintain exhibits after the fair and special plans are being made to interest homeseekers to come to Kings county to make their homes when the great period of development arrives after the fair and the permanent opening of the Panama Canal trade.

New Industries Increase Tulare Prosperity.

CO-OPERATIVE CANNING.

TWO new industries have contributed during the past year to the further development of Tulare county, the establishment of co-operative fruit canning on a large scale and commercial production of processed Tulare county olives.

Organization of the Tulare County Growers' Association, which was completed early in the summer, resulted in the establishment at Porterville of one of the finest canneries in California and quite the largest in the country run as a co-operative concern. Work is now being done on a similar co-operative concern for the Dinuba district. Members of the various associations are now planning means of organizing their own selling agencies with a view to becoming a factor in the United States markets.

For the first time since olive growing became an industry of this county the fruit is being processed at local plants and is being sent out to eastern markets. It is said to have commanded a ready sale and is being highly complimented by the trade.

It has been estimated that the co-operative canning work and the olive-packing industry will result in adding nearly $300,000 to the income of the Tulare county fruit growers.

Fattening range cattle for the block has become a large new industry of the Poplar and Woodville alfalfa sections and upwards of $500,000 worth of beef is now being fattened on ranches in that country under a new system, milled alfalfa and ground barley being used as the principal ration. It is believed that this is an enterprise which will be still further developed and will result in a profitable outlet for the alfalfa men of a large district.

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GRANITE QUARRIES.

Work has started on the development of the huge granite fields of the foothills, at least one California concern having started work on the removal here of a large plant from the northern portion of this State. The industry will give employment to a large number of skilled workmen.

All the trading centers of Tulare county have shown consistent improvement during the past year.

VISALIA, COUNTY SEAT.

In Visalia, the county seat, plans are now under way for the expenditure of upwards of $100,000 for additions to the city sewer and water systems and purchase of additional automobile equipment for the city fire department. Visalia people have also interested themselves through publicity organizations in further improvement of Mooney Park, the county playground, and have been instrumental in securing the establishment of automobile roads leading from Visalia through the new east side citrus district and to scenic points of the foothills, including Gen. Grant National Park.

* * *

EXETER-DINUBA.

Exeter, in the northern end of the citrus district, has shown consistent growth during the past twelve months. Enterprises which have added to community value and comfort are the completion of a new sewer system, inception of paving projects, the construction of many blocks of concrete sidewalks, building of scores of new homes and the establishment on a co-operative basis of a creamery for the dairymen of the district.

Dinuba people are alive to their opportunities and are preparing for a large increase in population by several miles of new paving, extensions and improvements in the sewer system, establishment of a co-operative fruit cannery and plans for capitalization of cattle-feeding plants, which will handle the surplus product of the alfalfa district. Dinuba has shown a consistent growth throughout the year and this growth is reflected in the satisfactory increase in land values.

* * *

LINDSAY-PORTERVILLE.

In Lindsay civic pride has shown during the past year in contracts now being filled for the construction of about ten miles of paved streets, of a system of electroliers with which to light the business district and in the completion of an adequate sewer and water system. Plans are now being carried out for an irrigation project as a result of which, under the Wright law, it is hoped to put water on a large share of the prosperous Yokohl Valley, a large portion of which is adapted to citrus culture.

Porterville has continued to prosper. During the year five handsome business blocks have been erected, necessary legal steps have been taken for large additions to the paved area which will make of Porterville the best paved city of its size in interior California, and large additions have been made to the street lighting plant. It is expected that the development of the granite fields and the new plans for cattle feeding in the alfalfa district will add further to the population and prosperity of the country and city during the ensuing year.

* * *

CITY OF TULARE.

Another progressive city where preparations are being made for increased population is Tulare. Fifteen blocks of the business and close-in residence sections are now being paved, this paving to be made a part of the State and county highway system which is now under consideration and work on which, it is hoped, will be started early next year. Rapid development of the dairy district to the south of Tulare has resulted in added wealth for the city proper, at the present time the various co-operative creameries paying out monthly upwards of $75,000 to patrons.

Consistent progress during the past year has been made in the Pixley and Tipton districts where former large land holdings are being divided, developed and placed on the market in small tracts. Although alfalfa has the call in the southwestern portion of the county, experiments recently with rice appear to demonstrate that the soil and climate of this valley are adapted to its culture.

Irrigation projects that are now under way in the Terra Bella district are expected to add materially to the wealth and progress of that prosperous country. It has been estimated that at an annual cost of $10 per acre waters of Deer Creek can be impounded and placed on upwards of 10,000 acres of citrus lands, the maintenance of the system being, it is said, less than that for the average pumping plant.

* * *

FAIR EXHIBITS.

Preparing for the influx of tourists in 1915 the Tulare county publicity bodies have arranged for ambitious exhibits to be maintained in both San Diego and San Francisco. At the former exposition Kern and Tulare counties will occupy their own building, which is already completed. In San Francisco liberal space has been secured and arrangements are being perfected by which auxiliary advertising will be used to make the most of the effect of the display.

Originally intended as a development in time for 1915 it may be the middle of the year before the proposed system of 322 miles of paved roads will be completed. This system, which is to be built in connection with the State highway, which will parallel the Southern Pacific railroad through the county from north to south, has been pronounced by State engineers the best county system now under way in California. The cost is estimated at $1,488,000. It is expected that construction will be started early this year.

Tulare county owes its continued prosperity throughout the present year to the wide diversity of its products. Lumbering in the foothills, cattle raising in the mountain ranges, beef-cattle production of the alfalfa district; the large dairying interests of the Tulare, Tipton and Pixley sections; the grape and green fruit of the Visalia country; raisins, melons and alfalfa of the Dinuba and Alta district; granite, grain, citrus fruits and poultry raising in the rural districts about Porterville; alfalfa, olives, Emperor grapes and citrus fruits of Lindsay and Exeter, all these have contributed to a consistent growth in prosperity and wealth during the twelve months which have just closed.

Plant Four Million Trout.

[Whittier News:] Four million trout will next spring be placed in the streams and lakes of the San Bernardino mountains, and the great region will become the paradise of nimrods without an equal in the West.

That is now assured, for the Bear Valley hatchery, to be built under the direction of the San Bernardino County Trout Association, is under way, the State Fish and Game Commission has approved of the plans, already sent its best experts to study the situation and will pay for the operation of the big plant.

Happy New Year.

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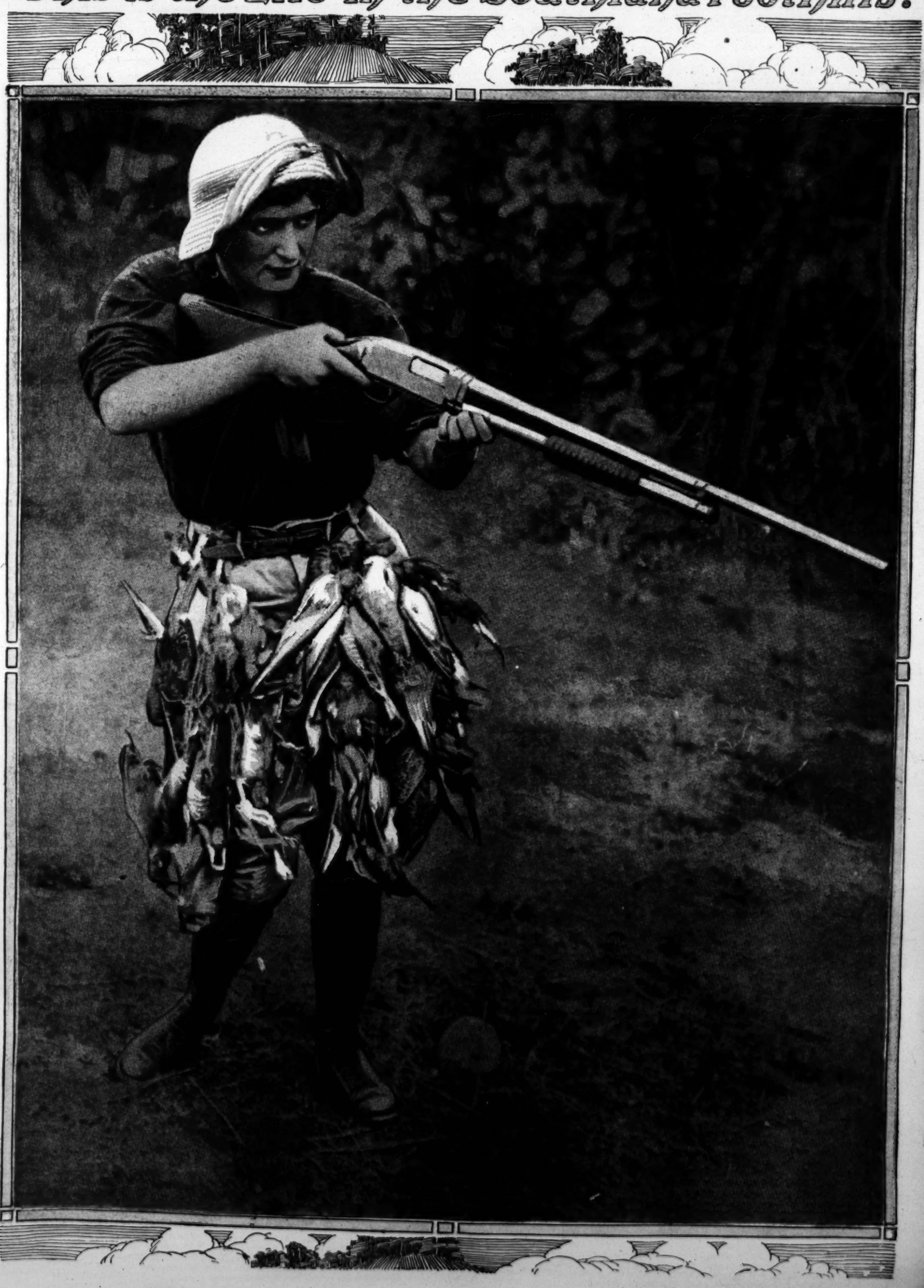
Sure Not.

The author of the well-known hymn, "I Would Not Live Alway, I Ask Not to Stay," was not a resident of Southern California

"This is the Life" in the Southland Foothills.



Prosperity and Romance in San Luis Obispo.

READY FOR 1915.

THERE is little akin to the old Spanish days still lingering in the county of San Luis Obispo, but, though the new awakening has crowded in upon her people, the romance and beauty of other times is not to be completely effaced.

The entire county is getting ready for the dawn of 1915, dressing up, as it were, in a permanent garb of improvement to greet the visitors who are expected from many States and many climes with the opening of the expositions at San Diego and San Francisco.

* * *

NETWORK OF HIGHWAYS.

The year just closing has been notable for the inauguration of improvements both by private enterprise and public effort. It will be only the question of two or three months before an autoist can drive his car from the northern to the southern boundary of the county, a distance of more than seventy miles, over a paved highway. Outside of San Mateo county, there is hardly a county in the State where State highway work has reached such proportions and been pushed so rapidly forward as in San Luis Obispo county. Early in the work the county advanced money on the purchase of State highway bonds, and in that manner secured early and extensive recognition. It is certain that during 1915 this county will be able to show the tourists traveling over the State in automobiles that the system of roads is of the very best.

* * *

STATE ROADS.

Not alone has the State highway, extending from the north to the south entirely through the county, been the limit of such work. The County Board of Supervisors has been busy all summer and has perfected a system of cross roads, highly improved. The records show that more first-class road and bridge work was accomplished by the County Board of Supervisors during the year 1914 than during any previous year. Close to a hundred new bridges have crowded out the old structures during the year, the new ones being of stone in many instances, and others of reinforced concrete.

* * *

SCENIC DRIVES.

It has been the purpose to improve that eastern visitors drawn here by the exposition year might have the pleasure of speeding over splendid highways as they view the picturesque valleys and slopes of San Luis Obispo county. The sight of this new, clean, enterprising agricultural county, after visits to crowded cities, will lure the exposition visitors like half-forgotten music, and even if they go on and away to their homes afar, they will hear in happy dreams some day the footsteps of return.

Authorized by the County Board of Supervisors of this county, a commission has been organized to act in conjunction with organizations in Kern, Kings and Tulare counties for the construction of a modern highway from some point in the lower San Joaquin Valley to the coast in this county. This highway, which it is assured will be constructed early in the new year, is to be of the most improved type over the lowest possible grades. With the construction of such a road, freight as well as passenger automobiles will make regular trips between valley and coast points.

* * *

HEAVY CROPS.

Crop yields in all sections of the county were the heaviest in many years and will be a means of much profit to the farmers. Every warehouse is filled with grain and beans awaiting shipment. Not for many years have the farms of the county been so profitable to their owners as during 1914.

* * *

THE OIL INDUSTRY.

The Producers' Transportation Company has been called upon during the year to increase its storage capacity for oil at the tank farm adjacent to the city of San Luis Obispo by the construction of four steel tanks, each with a capacity of 55,000 barrels. Oil shipments, partially suspended during August and September, have been resumed in full force at Port San Luis. The California Liquid Asphalt Refinery at Hadley has had heavy orders all year and has kept in operation.

Eastern capital has taken up the work of developing the Tiber oil field, south of San Luis Obispo, and has brought in several wells during the year, the product of which has been used at the refineries at Hadley in the making of asphalt for shipment.

* * *

CITY BUILDING.

It was a busy year for the builder in San Luis Obispo. Many new residences have been constructed in the city, and in the business section the improvement has been extensive. Two large buildings were added during the year. The McAlister brick block on Higuera street is a splendid structure, as is also the Masonic Block on Marsh street.

* * *

ATASCADERO COLONY.

One of the events of the year was the opening of the Atascadero colony near Templeton. The big Henry Ranch of 23,000 acres was subdivided and thrown open to settlement, and under the management has been improved by extensive building operations and road construction through all parts of it.

It is anticipated that several of the large land holdings in the eastern part of the county will be thrown open to settlement during the next year. Such being the case, there will be many opportunities for the homeseeker, as these big holdings have kept back from farming operations some of the most fertile soil in the county.

* * *

NEW ALMOND GROVES.

Probably 3000 acres of almond trees were set out during the past year in the county adjacent to Paso Robles and Templeton. It has been demonstrated that almond growing in that part of the county can be made one of profit. The trees, as a rule, do not do as well if only one variety is planted, but thrive better when assorted trees are made a feature of the orchards, because of the peculiarity of cross pollination, which is deemed necessary for the best quality of almonds.

* * *

STATE SCHOOL.

The California Polytechnic School, a State institution located at San Luis Obispo, has had the largest attendance in its history the past year. Every county in the State but three is represented by students. The school has been accorded the privilege of having its students make all the furniture which will be installed at the ladies' restroom at the Panama Pacific Exposition in San Francisco.

The work of the school has been widened to include valuable instruction in carpentry, electrical construction, dairying, farm methods and domestic economy. Along with the essential academic work the student deals with elementary agriculture, dealing with the composition of soils and fertilizers, moisture conservation, the care and use of farm implements, the culture and improvement of crops. In the carpenter shop and forge shop are taught the construction of farm buildings and the use of the farm forge. That the institution has developed a most useful place in the educational system of California is shown by the fact that students are promptly given places upon graduation, they being specially trained in lines which make them of great value. The board of trustees of the school have under way plans for construction of other buildings upon the grounds at a cost of $154,000, which amount is to be asked of the State in appropriations.

In general, the year 1914 has been one of advancement for the county in all sections. There has been a large output from the quicksilver mines at Cambria, big crops of produce in the farming sections, and prosperous conditions for the dairyman and stockmen. The county is in position to go rapidly forward with the new year 1915.

Sixty Millions from Fresno County Crops.

POPULATION JUMPS.

"PLACED by Providence for Prosperity" is the slogan for Fresno county for 1915. Situated in the center of the State and of the San Joaquin Valley, this county this year plans to almost double in population as the result of the two expositions in California. Located between San Francisco and San Diego the tourists to this State must either travel from one exposition to the other by the coast or through the San Joaquin Valley. Once here it is certain that the resources of the county and the possibilities of making money with a small investment will make many a visitor become a resident.

Excursions will be run to Fresno county from both expositions. Fresno county has a beautiful exhibit in the California building at the Panama-Pacific International Exposition and an equally attractive exhibit in the San Joaquin Valley Counties Association building at San Diego.

Larger than Connecticut, three times the size of Delaware and six times as big as Rhode Island, Fresno is one of the largest counties in California. It is located in the geographical center of the State and has 3,825,000 acres—5945 square miles—within its borders. The products of the land for last year, 1914, will reach in the neighborhood of $60,000,000 and only one-half of the county's agricultural land has been developed, and only one-fourth has been developed intensively to bring out its full resources.

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GREAT RAISIN CROP.

Today one-fourth of the raisin crop of the world is raised within the boundaries of Fresno county, but yet the raisin industry forms only one-tenth of the resources of the county. Twenty-five years ago Fresno loomed up as one of the leading raisin-producing districts of America and now the output from this district is twice that of Spain. For many years Fresno has held supremacy as the world's center of raisin production. From figures recently compiled the raisin output will reach more than 94,000,000 pounds. The chief varieties of raisin grapes grown in the county are the Thompson Seedless, Muscat, Seedless Sultana and Malaga. The raisins are cured in the fields on trays between the rows of vines. They are exposed to the sun for about twenty days. It is in this process that the dry heat of the summer proves [illegible] to Fresno county as well as the [illegible] summer days without rain. The production of the grape to the raisin is four to one and the average production in raisin is about one ton to the acre. Muscats sometime run as high as two and a half tons per acre.

This county has the distinction of introducing to the world the seeded raisin. This remarkable process was initiated in 1896 when 500 tons were placed on the market. Fresno county last year marketed in the neighborhood of 54,000 tons of seeded raisins, and the annual yield is constantly increasing.

The raisin market has also been placed on a firm basis since the organization of the California Associated Raisin Company. This concern markets the Fresno county product and good prices are now being received by the growers. The company this year is making an extensive advertising campaign over the country. And Fresno county is also working along lines to make the raisin better known. The annual celebration of California Raisin Day, April 30, is but one step in this direction. Plans are now well under way for the celebration this year when thousands will be in California for the two expositions.

The most remarkable by-product in the world, and the only one of its kind, is located in Fresno county, making use of raisin seeds, stems and other material which was formerly used only as fertilizer. Cream of tartar, vinegar, grape oil for soap and paints are a few of the many products of this plant.

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GRAPES AND WINE.

Not all the grapes grown in this county are used for raisins, as thousands of tons are made into wine. There are twenty-seven wineries, some of them among the largest in the world—and twenty-nine distilleries in this county. The acreage of wine grapes runs from small vineyards of a few acres to holdings of 2500 and 3300 acres. The sweet wine production of Fresno last season was nearly 7,000,000 gallons. The brandy production will be in excess of 1,000,000 gallons. In addition 150,000 gallons of dry wine and 50,000 gallons of grape juice are produced annually. The largest winery in the county the Wantoke, in the Sanger and Reedley vineyard district. This has a capacity of 2,000,000 gallons a year. The La Paloma winery, owned by M. F. Tarpey near Clovis, has an output of 1,500,000 gallons. Among the large wineries of the county are the Italian-Swiss at Selma, one at Kingsburg, and the following near Fresno: Eisen, Eggers, Fresno, Margarita, Barton, Las Palmas, Calwa, Scandinavian, St. George, National Grand and Kearney.

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RAILROAD FACILITIES.

Fresno county has exceptionally good transportation facilities as the main line of the Southern Pacific passes through Fresno, touching, south of the county seat, Malaga, Fowler, Selma and Kingsburg. Another Southern Pacific line enters the county at the northwest and runs to Fresno via Firebaugh, Mendota, Ingle and Kerman, and continues south from the county seat to Sanger and Reedley. The northeast portion of the county is served by a branch through Tarpey, Las Palmas, Clovis, El Prado and Friant. The San Joaquin and Eastern taps the High Sierra from El Prado to Cascade and the Big Creek country.

The Santa Fe enters the county at the north, paralleling the Southern Pacific main line into Fresno. There it branches. One fork runs southeast, later to join the main line farther down the valley, serving Parlier, Del Rey and Reedley. From Reedley a branch extends northeast through Vino and Wantoke to Piedra. The Santa Fe main line south of Fresno runs through Oleander, Bowles, Monmouth, Conejo and Laton. One interurban electric line is now under construction to Clovis and one to Selma is planned. The county good road system includes 1500 miles of good roads. Much improvement is being done on the roads and a $2,500,000 bond issue for permanent good roads is being considered. The main trunk of the State highway runs directly through the county.

* * *

RECLAIMED LAND.

Approximately half of the agriculturally developed acreage of Fresno county is under irrigation. This area is over 400,000 acres and the system is the most extensive in the State. The county is yet in the state of evolution as far as irrigation is concerned, this being shown by the wonderful development of the many colonies which until recently were regarded as desert lands. Irrigation ditches in the county aggregate a total mileage of 2042, there being 254 main ditches with a mileage of 831, and 688 laterals with a mileage of 1354. Some irrigation on a small scale was attempted as early as 1868, but the principal development did not take place until nearly 1880. The county was then devoted to wheat. The principal supply of irrigation water is taken from the King's River. The San Joaquin River irrigates a small portion in the northwestern section of the county. The last census figures show Fresno county led California in irrigation with 402,318 acres, being 39.9 per cent. of the irrigated land in the State. The canal irrigation system is developed to its limit and irrigation by pumping is now being developed.

Fresno county at the last census was one of the four leading dairy counties in the State, but with the amazing growth of the industry it now probably ranks even higher. The dairy products last year will reach about $3,500,000.

The lumber industry is one of the biggest resources of Fresno county as there are more than 1,600,000,000 feet of standing timber and upwards of 800,000,000 feet has already been cut.

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ENORMOUS POWER PLANT.

The $15,000,000 power plant of the Pacific Light and Power Company of Los Angeles has just been completed at Big Creek in the Sierras. An artificial lake seven miles long is the reservoir of supply. It furnishes the highest water pressure developed in the world to two powerhouses, which develop 80,000 horse power and send 70,000 kilowatts per hour over the highest tension transmission lines in the world, working at the highest voltage, to Los Angeles, 241 miles distant.

Many thousand acres of desert land in the county are being reclaimed. The first work of reclamation undertaken was the Laguna de Tache tract of 66,000 acres. In 1900 reclamation work was started with the building of a drainage canal and levees. Between $280,000 and $300,000 was expended and now there are 9000 prosperous ranchers and dairymen located in the district.

* * *

FRESNO, COUNTY SEAT.

Fresno, the county seat, is located in the center of the county and the population is estimated by various guides as between 40,000 and 45,000. Recently two new additions have been annexed to the city so that the population is now close to 50,000. The building permits have doubled in the last few years and modern skyscrapers are replacing the old buildings. The six-story Rowell-Chandler building was completed last year and tenants are now moving into the new ten-story Griffith-McKenzie block. Fresno has one of the best school systems in the State and recently $400,000 bonds were voted for new schools.

[illegible] to the county from the varied crops. The lima bean crop, with no greater acreage than in former years (some 50,000 acres,) has been by far the greatest ever grown in the county, all lands in all sections returning more sacks to the acre than in any previous year. Though something like 20,000 acres of the bean lands may be brought under the ditch, irrigation did not have to be resorted to as freely as in some other years. The past year in the spring and summer was very moist from the ocean dews and made conditions exactly right for the bean vines, hence the great yield, which will exceed that of any former year by 100,000 sacks and will bring the total yield [illegible] moor, hard white sand, upon which the Great rollers of the south seas break in perpetual surges. It is the best bathing beach in the State, the bottom running out at a gentle slope and there being neither tide-rip nor undertow.

MODEL SCHOOLS.

The climate has no superior in the world. It is a seacoast city, and although there are high fogs in the spring and summer, it is still a climate of little humidity. The temperature is mild, cool and equable and man can live out of doors the year round. The city is a model home town of some 4000 people. No place of its size has better [illegible] parks of many well-to-do easterners, who have built beautiful winter homes in the valley. The Ojai is noted for the excellence of its oranges. Also the valley is a heavy producer of apricots and oranges.

Six miles from Nordhoff, which is the principal town in the Ojai, lie the hot springs resorts in the rugged Matilija Canyon. These resorts are crowded with people from all sections of the country during the summer months. Trout fishing in the mountain streams there and the hunting of big game in the high mountains further back lure the sportsmen to this section.

The county is the owner of two beautiful picnic parks in this section, also, one being Camp Comfort, twelve miles away, and the [illegible] Santa Paula, became an incorporated town the past year and has gotten well out of the village stage. It is located in one of the garden spots of the State, surrounded with producing orange, lemon, walnut and apricot orchards. The land is rich and water is plentiful and of excellent quality. There are located many busy fruit-packing establishments at Fillmore and during the season there is a busy time in shipments. Fillmore is also the chief oil center of the county.

Fillmore, a thriving section a few miles from Santa Paula, became an incorporated town the past year and has gotten well out of the village stage. It is located in one of the garden spots of the State, surrounded with producing orange, lemon, walnut and apricot orchards. The land is rich and water is plentiful and of excellent quality. There are located many busy fruit-packing establishments at Fillmore and during the season there is a busy time in shipments. Fillmore is also the chief oil center of the county.

[illegible] center of a rich and thriving small-farm section, with all the up-to-date improvements which go to make life pleasant. Santa Paula is the [illegible] claiming over 500 acres.

new schoolhouse where the Orange-avenue school now stands, thus finishing a system that already compares favorably with any in the State. Several notable residences have been added to Monrovia's list of beautiful homes during the past twelve months, ranging in price from the $1500 bungalow to the pretentious foothill palaces at $25,000.

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GLENDORA.

Within easy distance of Los Angeles, the immediate center of one of the highest-class citrus districts in California, Glendora continued to grow and prosper in 1914. Effects of the frost of two years ago have been overcome and the groves are in excellent condition, promising to yield a big return the coming season. The completion of a modern fireproof school building has given the city one of the best school departments for a city of its size in Southern California. Population, buildings and output increased notably in 1914. Because of the richness of the soil and favorable climatic conditions Glendora orange groves have always commanded the highest market price, and it is predicted that they will go much higher in 1915.

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SPADRA—WALNUT.

These two prosperous farming and ranch communities, adjoining each other in the west end of Pomona Valley, comprise thousands of acres of rich lands given over to raising barley and eat hay, oranges and walnuts. Large yields of hay and oats were obtained the past season on the Currier, Fryer, Hicks, Phillips estate, Green, Steele, Newton and other ranches, and arrangements are now being made by large cattle owners to pasture a large amount of cattle on some of the land.

This has been a particularly good year for the growers of walnuts in the locality, the Walnut Growers' Association having obtained 16½ cents per pound for first-grade and 18½ cents per pound for Jumbo grade nuts grown by its members. Already from the first pool distribution of money $50,000 has been paid out by the association. There will be other distributions. While the crop this season was lighter than that of last year, the increased prices obtained will maintain receipts to equal those of last year.

Whittier and Los Nietos.

WHITTIER.

FEW communities in the favored Southland possess more natural advantages or a greater variety of products than Whittier, "The Hillside City of Homes," southeast of Los Angeles, seventeen miles by Pacific Electric, and twelve miles by boulevard. The founders of the Quaker City, twenty-six years ago, located the town more wisely than even they themselves knew at that time. Situated on the gentle southern slopes of the Puente Hills, nestled in a broad sweeping arm of these hills, the sites of former fields of mustard and barley have given place to a beautiful city, and to great groves of English walnuts, oranges and lemons. These hills have now for a score of years yielded their wealth of oil and gas, and the last fifteen months has seen a development in this line hitherto unequaled south of the Tehachepi. Here in the last quarter of a century has grown up a city and community of more than 7000 souls, with all that is best in those things that make for best American civilization, education and progress.

In the matter of climate, Whittier's location gives it the best. The city is situated on the south slope of the last row of hills between the mountains that border the San Gabriel Valley on the north and ten thousand miles of old ocean on the south. This location gives Whittier a freedom from the greater heat of many cities farther inland and protection from the colder winter winds. The year 1914 has been marked by large and excellent crops of walnuts, oranges and lemons, by large developments in the oil fields, and by a good building and improvement record. While the season has been regarded as one of light crop so far as walnuts is concerned throughout Southern California, the Whittier district had a yield 50 per cent. better than the former season, together with a crop of unusually good quality. Ninety cars were shipped by the Whittier Walnut Growers' Association.

Oil development for the year has been remarkable. With the acquirement of the leases of the Murphy Oil Company, hitherto the largest producers in the Whittier field, by the Standard Oil Company some months ago, a new area in development came to Whittier and the rich section just east. After prospecting for several months on its own leases, the Standard added to its holdings by acquiring the Murphy leases, brought in some of the greatest oil and gas wells in the State, and made Whittier the headquarters for its producing department in the southern part of the State. Among the substantial improvements made in the city during the year is a $20,000 office building of the Standard Oil Company. The company also established a distribution station in Whittier at a cost of $10,000.

Among other substantial improvements of the year is the new substation of the Southern California Edison Company, just completed at a cost of $15,000, and a $20,000 plant of the Whittier Ice and Cold Storage Company. The plant has an initial capacity of fifteen tons daily. Other important plants erected during 1914 are the Whittier Cannery and the packing-house of the Select Groves Citrus Association. Residence building has kept up well during the entire year, with good prospects for its continuance during the coming twelve months.

With lowered prices of citrus stock planting was stimulated, and a satisfactory acreage was planted. Chief among the sections developed during the past two years is the North Whittier section, a large tract of land north of the Puente Hills, where the plantings of oranges and lemons for the two past seasons have aggregated something over 800 acres. While Valencia oranges and lemons have predominated in these plantings, several fine walnut groves have been set out, and a few avocado groves, while one avocado nursery of 12,000 trees was set out early in the season. In the North Whittier section rich harvests of barley hay, tomatoes and black-eye beans have come from the unplanted lots or from interculture between the young tree rows.

Closely associated with the development of Whittier and North Whittier is the Turnbull Canyon road, a beautiful stretch of scenic highway, winding gracefully through the Puente Hills, completed late in the year, built under county direction, with some local assistance, and costing about $25,000.

Whittier's primary and grammar schools are excellent. The Whittier Union Polytechnic High School consists of a plant costing $165,000—the latest addition to this magnificent equipment being a large athletic field, which will be immediately improved and made second to none in the Southland. Early founded in the history of the city is Whittier College, occupying beautiful grounds in the east part of the city, a school known for the thoroughness of its work and for the high order of its activities.

A fine Carnegie Library is near the center of town, erected some years ago at a cost of $25,000.

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LA HABRA.

The La Habra district lies just east of East Whittier, and in the last few years has taken front rank as a citrus and walnut section. The early plantings of groves are now coming into full bearing, and give promise of what this rich section will be when all of its groves reach the period of full production. The town of La Habra has seen good development during the year, among its best features being good business blocks and the establishment of the Bank of La Habra. La Habra shipped twenty-five cars of walnuts during the season, and its shipments of citrus fruits have mounted up to a satisfactory figure also, although the La Habra Citrus Association has been organized only two years.

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LOS NIETOS AND RIVERA.

South and east of Whittier lie the productive districts of Rivera and Los Nietos. These sections lie along the San Gabriel River and here cheap irrigation produces marvels of walnuts and citrus fruits. At Los Nietos is the walnut house of the Whittier Walnut Association. The town has excellent transportation facilities, two steam roads and the Pacific Electric.

Rivera is one of the older communities of the Southland, has excellent irrigation facilities, a bank and a walnut house. The Rivera district shipped fifty-five cars of walnuts for the season and has a good output of citrus fruits. Considerable small fruits and deciduous fruits grow in the vicinity. Both Los Nietos and Rivera are closely connected with Los Angeles by the Pacific Electric and have frequent service. The Pacific Sewer Pipe Company has one of its largest plants at Los Nietos.

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NORWALK.

Fourteen miles southeast of Los Angeles, in the center of the greatest sugar-beet growing district of this county, is located the town of Norwalk. Two thousand cars of thirty tons each is the annual beet output of this district, and the average price is $6 per ton. The land produces from ten tons to thirty tons to the acre. Besides the beet-growing interests, considerable attention is given to dairying. Most of the milk and cream is sent to Los Angeles, the daily shipments amounting to about a carload. Norwalk is one of the oldest towns in the county, is located on the main line of the Southern Pacific railroad from Los Angeles to Santa Ana, and has a scattered population of 2000 people.

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DOWNEY.

Twelve miles from Los Angeles to the southeast is Downey, the oldest town of the Los Nietos Valley, founded by J. G. Downey, one of California's early Governors. The town and immediate surrounding community now has a population of 2500 people, has six churches, a High School and three grammar schools. The town and country are well served with gas, electricity and an unexcelled water supply. The irrigation water [illegible] River, by gravity system, while artesian wells and deep wells augment the gravity flow. Downey is the center for a system of good roads, and it is a fact that the Downey district has more good boulevards than any other district of similar size in Los Angeles county. The Downey telephone exchange has just been remodeled at an expense of $10,000, and now has an up-to-date equipment of new switchboard and phone instruments that are second to none. The phone system covers an area of 150 square miles, and also serves Artesia, Norwalk, Bellflower and Studebaker.

Downey bank deposits are $300,000. Downey products consist of eighty cars of oranges shipped this year; nearly 500,000 gallons of milk shipped to Los Angeles during the year, representing $70,000 paid to the dairymen; $50,000 worth of eggs, besides fowls for market; walnuts to the amount of $150,000, and 500 acres of sugar beets. Besides these, truck and berry farming is carried on extensively.

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ARTESIA.

Artesia is the sugar bowl of Los Angeles. Here sugar beets grow with a higher percentage of saccharine matter than any other place in the United States. Grapes are produced of exceptional sweetness and flavor. A large winery manufactures sweet wines, which are shipped all over the world. Alfalfa is a staple product, the unfailing supply of irrigation water making its production extraordinarily profitable. Artesia is eighteen miles from Los Angeles and on the Pacific Electric Railway, while through its main street runs the macadamized road from Los Angeles to San Diego. The town is well supplied with prosperous business institutions of every character, has gas, electricity, telephones, bank and newspaper.

Soldiers' Home.

IMPROVEMENTS.

WARS, rumors of war and resulting financial stringencies may cause concern in commercial affairs elsewhere, but nothing, it appears, is ever permitted to interfere with the nation's liberal provision for continued comfort of her surviving saviors who, in their declining years, are being cared for in the Soldiers' Home.

At the Pacific branch of the National Home for Disabled Volunteer Soldiers there was expended during the past year for the benefit of veterans more than $1,250,000; $786,640 for pensions; $427,584 for maintenance of the branch, and $52,260 disbursed from the Post fund.

But one item of construction was provided by Congress appropriations for this branch for the year, namely, a combination kitchen and dining hall to connect barracks E and F. Failure, to date, to obtain bids within the sum allowed therefor will delay completion of the building until well along in the new year. Improvements, therefore, during the past year have been chiefly under the head of repairs. Painting interior and exterior of barracks and other buildings, which was begun a year ago, is still going on. The former, eleven in all, nearly completed, add greatly to the beauty of the Home. Other improvements under the same head include an ammonia compressor in the power-house, $3488; installing additional steam boiler in power-house, $6615; gas range in main kitchen, $1210; installing machinery in laundry, $940; placing metal ceilings in main mess hall, $686, and in barrack F, $895; furnishing and fixing door and window screens in main mess hall and in bakery, $430; repairs to furnace and ovens in bakery. $475, and a number of minor repairs throughout the Home, amounting in total to $49,360.

The power-house at the home, which has been undergoing changes and improvements for a few years past, is now entirely modernized. Furnishing, as it does, energy for cooking, baking, laundry purposes and for heating all buildings throughout the home, as well as providing power for refrigerating, pumping water and for electric motors at the hospital, mess halls, etc., and including service and supplies, at a cost for the year of but $33,585, establishes that plant as a model of economical utility.

Farm and orchard have, owing to the generous rainfall of last winter, been unusually productive. Six hundred boxes of lemons have already been shipped to market and the trees are again laden with the ripening fruit. Among other fruits and vegetables in quantities that were raised and sold or consumed at the home worthy of mention are: Apricots, 33,579 pounds; beans (lima,) 28,950 pounds; cabbage, 67,617; carrots, 8453; chard, 31,469; grapefruit, 6165; lettuce, 10,174; onions, 26,977; oranges, 47,348; pumpkins, 22,542; rhubarb, 19,254; turnips, 26,750; tomatoes, 63,332, and others in smaller quantities too numerous to mention.

The total membership of the home at this date is 3338, of which number there are present, 2546; absent with leave, 792. Loss and gain of membership for the year were about equal, total loss by discharges, transfers and deaths was 1013, as against a total gain—through admissions, readmissions and by transfers from other homes—of 1014.

Mortality's toll at the home for the year was 301, of which number forty-six died while absent with leave and were buried outside the Home. Today, living veterans at the Home are far outnumbered by their buried dead. Headstones in the Home's burial place now mark the last resting place for 3790 veterans.

Harbor of Destiny.

SAN PEDRO.

HARBOR improvements for 1915 will center activity in the outer harbor and the construction of its approaches. Of the $5,500,000 voted by the city of Los Angeles for harbor improvements, $1,750,000 was set apart for improvement of the inner harbor and $3,750,000 for the outer harbor. Work previously completed and well under way at the close of 1914 has practically exhausted the inner harbor fund. In the outer harbor fund there remains over $1,600,000 available for new work that has not yet been authorized.

Municipal improvements in the outer harbor have been largely confined to the area known as dock No. 1, on what was formerly known as the Huntington concession. Here over sixty acres of submerged land has been reclaimed by filling within bulkheads a magnificent mole 650 feet wide and 3300 feet long at the entrance of the harbor, easily approached in thirty-five feet of water by the largest ocean-going steamers. To make this fill, acquire land for approaches and erect the first wharf unit nearly $2,000,000 has already been expended. The dredging and filling cost over $375,000, the land for approaches over $750,000, the first wharf, 2600 feet in length, acknowledged to be one of the best concrete structures of its kind in the world, nearly $500,000, and a steel transit freight shed 1800 feet long and 100 feet wide, now nearing completion, $225,000.

Improvements to be started during 1915, in addition to those now completed and under way, will include in the center of this great mole a great municipal warehouse, the first in the West and an innovation in water commerce of America. This will be six stories high with basement, 480 feet long and 152 feet wide. It will be strictly fireproof, of reinforced concrete construction, with two railroad tracks down the center and elevators and hoists to all floors. It is designed for storage of heavy manufactured products, and will have a capacity of 500 pounds to the square foot floor area.

The right of way through Nob Hill and several blocks of valuable land acquired at Timms Point are to be improved during the coming year. The contract for cutting the boulevard through Nob Hill has already been awarded at a cost of $77,000. There yet remains the connecting link between Fourth and Fourteenth street for which the city sought to condemn a strip through the yards of the Southern Pacific and Pacific Electric railroads.

Activities on the part of the Federal government during the coming year will be centered at Fort MacArthur, where a site of about 100 acres for fortifications was acquired at Point Firmin, 320 feet above sea level, overlooking the entire harbor. The estimates provide for an expenditure of about $1,000,000, of which the initial appropriation of $200,000 for preliminary work now under way is available. A motor truck road is being built to the site, and later a railroad will be extended by a series of switchbacks to the higher elevations to haul the heavy equipment. The first installation will include a battery of two fourteen-inch guns, with a range of twelve miles, which is expected to afford ample protection from the largest dreadnaughts.

Dredging activities on the part of the Federal government at the present time are confined to the completing of the deepening of the outer harbor to thirty-five feet, for which $327,000 was appropriated, and cleaning up the silt from storm waters in the inner harbor thirty-foot channel, for which $47,000 is available.

Increased commerce and the expenditure of enormous sums for harbor improvements have resulted in greatly-improved business conditions in the entire harbor district. Building permits for the first ten months in San Pedro total $252,398. Bank deposits show a remarkable increase. The last statements issued show an increase of over $80,000 in the three commercial banks with their savings branches over the previous call. The aggregate deposits in these banking-houses was $1,594,886.07, which is an increase of more than 50 per cent. in three years.

The fishing industry has also given a great impetus to local business circles, including boat building particularly, since the discovery of a method of canning tuna. The pack this season amounted to over 300,000 cases, valued at $1,500,000, compared with the pack of 115,000 cases last year. Over 100 fishing boats and 1000 men, women and fishermen are employed during the summer season, and the pay roll of the various canneries around the harbor amounts to $20,000 per month. The fish oil is extracted by

Along the Coast.

SANTA MONICA.

EXCELLING even her remarkable growth during 1914 in population, school attendance, building and business expansion, the Santa Monica constitute a record not excelled by any other city in Southern California outside of Los Angeles and San Diego. About twenty-one miles of street paving and other improvements and 9.44 [illegible] Torrance and prepared plans for removal there.

[illegible] hundreds of new residences and many business buildings have been erected during 1913. The circulation of books in the well-stocked library numbered 26,616 in 1914, while during the year before only 23,980 books were loaned.

El Camino Real, Diamond street, Ruby street, Iena avenue and Vincent Park were the thoroughfares improved with the best paving, a total of $101,065 being spent on these streets, representing a frontage of over four miles. Redondo Beach industries increased during the past year. The wharves required additional men, the steel casting plant added to its buildings and equipment, and the fishing industry was given an impetus because of the increase in the demand for canned tuna. The clearings of the three banks showed a healthy growth for the year.

EL SEGUNDO.

Springing up from a barley field to a handsome city of fine residences, modern stores, schools and other evidences of civic activity in three years, few cities present stronger proof of energy and enterprise on the part of its founders than El Segundo. The population has increased over 500 in the past year, and at least 100 new homes have been built. Factories have been erected, and the Standard Oil Company, which has its Southern California refinery here, has increased the capacity of its plant and the number of employees.

The new boulevard connecting this city with Redondo Beach, Hermosa and Playa del Rey and Venice, which is now being

The prosperity of Ocean Park is reflected in rebuilding the place.

Santa Barbara County's Rapid Growth.

HIGHWAY EXTENSION.

WITH an estimated population of 17,250, and carrying on municipal improvements reaching a total much over $1,000,000, Santa Barbara city is enjoying unusual prosperity. Home building is continuing at a rate not known before. This rapid growth is only a reflection of what is going on in every section of the county.

The year has been featured with a spirit of progress in every line of endeavor. Co-operation has been the password. The get-together impulse reached a climax in a round-the-county tour taken by the county seat residents under the auspices of the Santa Barbara Commercial Club. This tour resulted in a great meeting in Santa Barbara, at which all sections were represented, to take active steps to float a bond issue for a complete system of county roads and highways.

The county has already subscribed for $800,000 worth of State highway bonds to build the State road through the county. On every section of this road contractors are now employed. With the completion of the good roads system contemplated under the proposed bond issue, immense tracts of highly-fertile land will be made available to home-builders.

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FARM SUBDIVISIONS.

Thousands of acres, comprising two of the largest ranches in the county, have been subdivided within the year and sold off in small farms. On most of these subdivisions homes have been built and orchards set out. The acreage brought under cultivation during the year has largely exceeded that of any previous year.

Acreage formerly given over to the exclusive growing of grain or to pasturage has been turned into orchards and alfalfa fields. The area found profitable for the growing of beans has been increased over 50 per cent. This large increase in agricultural activity has been in the region of Lompoc, Los Alamos, Santa Maria, Goleta and Carpinteria. A notable increase has been in the setting out of lemon orchards. This has doubled the acreage of citrus fruits. A frostless belt, extending from Carpinteria on the easterly end of the county to Naples and Goleta, to the south and north, has been found to be highly profitable as a lemon-growing district. Planting is proceeding rapidly.

Horticultural experts from the United States government have made a very careful inspection of the county soils, finding where cherries, apricots, apples, alfalfa, peaches, beans and other products can be grown with profit. Their suggestions have been seized upon by the land owners with splendid results. Along the Santa Ynez River pumping plants have been installed to raise water to mesa lands, where flourishing orchards and alfalfa fields are now proving the wisdom of the investment.

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SANTA MARIA—LOMPOC.

At Santa Maria extensive street improvements have been a marked feature of the year. An aggressive Chamber of Commerce has the co-operation of the townspeople to push forward the campaign of development started there over a year ago. Already results are seen in permanent road building, in farm development and in the initiation for the county of the million-dollar road bond issue, which was first started by Santa Maria people. At Lompoc kindred improvements are going forward, homes are being built, soil cultivation is being extended, and an active Chamber of Commerce is working systematically for the upbuilding of the community.

Both towns are boosting for good roads. Through the energy of Santa Maria, backed by Lompoc and Santa Barbara, the survey has just been completed for a permanent boulevard from the Santa Maria Valley, through Cuyama Valley, to the San Joaquin in Kern county. Settlement of the Cuyama's fertile acres has been retarded because of a lack of a good road to the outside world. It is expected that the proposed highway will be completed in the year. In anticipation of this highway thousands of acres of public land have been homesteaded, and development is proceeding steadily. The new highway will open all the Cuyama Valley as a source of trade for Santa Maria and other towns in this county, and also give the San Joaquin Valley ranchers a short cut to the coast.

The ranchers of the county received $2,000,000 from the bean crop in 1914 and over $250,000 from the walnut crop. Among the lemon growers instances are reported on credible authority where the net earnings have reached $1000 per acre.

The prosperity which has marked the farming communities has been directly responsible for prosperous conditions in business circles throughout the county. At Solvang, a new colony in the Santa Ynez Valley, founded on the agricultural development, a new bank has been organized and housed in an attractive and modern structure, several business blocks of a most substantial character have been erected, and a Danish college has been built and has now a large enrollment of students. Santa Ynez has also new homes. Guadalupe has built permanent streets, and is a live, awake town, growing rapidly.

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COUNTY SEAT PROGRESS.

The year in Santa Barbara, the county seat, has seen the completion of the new Federal building, in which the postoffice, forestry office and other Federal departments are now housed; the San Marcos building, a modern, four-story business block; the Recreation Center, home of the social work of the city; five other substantial business buildings, and the El Mar-sol, a tourist hotel colony, unique for its beauty of architecture and beautiful gardens which surround the structures. During the year the palatial residence of Clarence A. Black on the foothills has been completed, and nearing completion are four other splendid homes, the total cost of which will go over $150,000. The issuing of permits for bungalows has continued steadily, the year's total reaching close to the million mark. Though the county seat has averaged a new home for every day in the year, vacant houses are at a premium in Santa Barbara.

The city has completed the paving of the east side main artery, giving a permanent asphalt-paved thoroughfare from the business section to Carpinteria, on the east, and has started work on the west main artery system, which will connect the city by permanent highways to the asphalt roads in Goleta on the northwest. The beautiful residence section called the Riviera, on the foothills, which commands an unsurpassed view of mountains, valleys and ocean, will soon be connected with the city's main districts by a paved boulevard. The electric cars now intersect the Riviera, which is building up steadily with pretentious homes.

A permanent seawall, giving absolute protection to the West boulevard, Santa Barbara's palm-lined driveway along the sea, is rapidly nearing completion; a $60,000 bath-house will be completed by the middle of January, and early in the new year the city will begin the construction of a $50,000 public library. Work is progressing steadily on the $1,000,000 water system, being built at the head of the Santa Ynez River, to give an unlimited water supply to the county seat.

Systematically the beautifying of Santa Barbara is being carried on. Flowering plants and shrubs are being set out generously, with the idea of having Santa Barbara a wilderness of beauty when the visitors to California's two big expositions arrive. The City Park Commission has generously given every aid and encouragement in this plan to beautify private grounds, as well as carrying forward a system of uniform tree planting on all the city streets. The commission has also completed plans for two new city parks, work on which will begin early in February, and plans for a round-the-city boulevard are now being prepared.

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MONTECITO.

At Montecito, the aristocratic suburb of the county seat, many substantial improvements have been completed, and many elegant homes are under construction. The society people have built a country playhouse; a theater, which is unique in construction, up to date in appointments, and will be the scene of many brilliant theatricals; the Santa Barbara Polo Club has completed a polo grounds and golf links, declared to be one of the best in the country. The members have also erected a substantial and attractive clubhouse. Montecito and Santa Barbara society leaders have bought the Hot Springs property above Montecito, where extensive improvements have been made.

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CARPINTERIA.

At Carpinteria great development along agricultural lines has marked the year. There has been extensive road building, and many new homes have been added to the growing community. The district has a new High School, and within the year also a complete electric lighting system has been extended through Carpinteria. There has been marked activity in the setting out of lemon groves. An energetic Chamber of Commerce has advertised the possibilities of Carpinteria widespread and a growing population is the result.

The civic organizations of the county are working harmoniously and as a unit to develop each section on a higher plane than ordinary, and every indication points to a greater development during the next five years than during any ten years of the past.

Ventura County Grows Beans for Everybody.

STEADY GROWTH.

VENTURA county has enjoyed a most satisfying growth in population the past year without experiencing anything in the nature of a boom, and her wealth has been increased in all ways. She was accredited in the census of 1910 with a population of 18,000 people and the school censuses in the several districts will show that this has been materially increased and will reach at present to 23,000. The class of people moving into the county has been of the very best, the increase being mostly in the farming sections and rural communities, though the several towns and villages have all felt the benefits of the influx.

This is known as California's "bean county" by reason of the fact that it grows such vast crops of lima and other beans each year, it being estimated that three-fourths of the commercial lima beans produced in the entire world are harvested in Ventura county and largely on unirrigated land.

The county is one of the smaller counties of the State, but a great producer of diversified crops, the farmers by no means being confined to the raising of beans. The output of sugar beets, English walnuts, oranges, lemons and apricots is an enormous one and the annual return from the various products will reach well into $12,000,000.

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ENORMOUS CROPS.

The past year has seen splendid returns to the county from the varied crops. The lima bean crop, with no greater acreage than in former years (some 50,000 acres,) has been by far the greatest ever grown in the county, all lands in all sections returning more sacks to the acre than in any previous year. Though something like 20,000 acres of the bean lands may be brought under the ditch, irrigation did not have to be resorted to as freely as in some other years. The past year in the spring and summer was very moist from the ocean dews and made conditions exactly right for the bean vines, hence the great yield, which will exceed that of any former year by 300,000 sacks and will bring the total yield up to 1,500,000 bags, each weighing eighty pounds.

The same weather also helped beets, oranges and lemons. There were excellent returns to the farmers in these crops and the returns to the growers for the present year's crop will exceed that of any other year by many thousand dollars.

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IRRIGATED LANDS.

There is a growing acreage in irrigated land each year. The county is one of the best watered in the State by reason of its extensive mountain area lying in the northeast portion, where arise many fine mountain streams, all finding their way to the ocean within the county. These streams have been tapped and the water conserved in all sections. Besides, artesian water has been found plentiful and easy to get by shallow boring. The county could not suffer greatly in a completely dry year, but it is favored in location along the seashore and dry seasons are few.

All the towns and centers of the county are reached by the lines of the Southern Pacific main coast line, and the chief city, San Buenaventura, the county seat, has also the advantage of sea travel, being located on the coast and with wharf facilities. The county seat is the trade center for a rich section. Swinging in a wide curve to the southward, the Pacific ocean sparkles blue in the sunshine, and for fifteen miles the beach of San Buenaventura is as level as a floor, hard white sand, upon which the great rollers of the south seas break in perpetual surges. It is the best bathing beach in the State, the bottom running out at a gentle slope and there being neither tide-rip nor undertow.

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MODEL SCHOOLS.

The climate has no superior in the world It is a seacoast city, and although there are high fogs in the spring and summer, it is still a climate of little humidity. The temperature is mild, cool and equable and man can live out of doors the year round. The city is a model home town of some 4000 people. No place of its size has better school facilities. There are three large grammar schools in which the daily attendance is 590. One of these schools is for the higher intermediate grades. Besides these there is an excellent kindergarten and a High School just completed at a cost of $75,000 and occupying a site of twenty acres in the east end of the city and overlooking the channel waters and the islands twenty miles off the coast.

A special feature in the High School is the study of agriculture, while the institution likewise carries the student by its junior university section through the first two years of his college course.

The county seat has an abundant water supply. The River San Buenaventura, which runs through the city on the west, carries a surplus water supply to easily supply a city of 300,000 people. It has gas and electric lights and all modern conveniences which go to make life smoother and easier. There is free mail delivery by carriers and the city is the center of several extensive rural delivery routes.

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WINTER HOMES.

It is by way of the county seat that most of the resorts of the county are most readily reached. Extending inland and northward from the city is the Ventura River Canyon through which winds the river and one of the most picturesque drives to be found in the State. Sixteen miles back is the famous Ojai Valley, noted as the residence place of many well-to-do easterners, who have built beautiful winter homes in the valley. The Ojai is noted for the excellence of its oranges. Also the valley is a heavy producer of apricots and oranges.

Six miles from Nordhoff, which is the principal town in the Ojai, lie the hot springs resorts in the rugged Matilija Canyon. These resorts are crowded with people from all sections of the country during the summer months. Trout fishing in the mountain streams there and the hunting of big game in the high mountains further back lure the sportsmen to this section.

The county is the owner of two beautiful picnic parks in this section, also, one being Camp Comfort, twelve miles away, and the other Foster Park, six miles back from San Buenaventura. In the county seat, also, is a county-owned recreation park, much patronized by horsemen and sportsmen from all the county.

The city has a fine women's clubhouse and restroom and is without saloons.

The other towns of the county are Oxnard, Santa Paula, Saticoy, Hueneme, Fillmore, Piru, Bardsdale, Camarillo, Moorpark and Somis. The second city is Oxnard, where is located the most complete beet sugar factory in the world with a capacity for slicing 2400 tons of sugar beets daily. The plant cost upwards of a million dollars and each year for four months gives employment to many hundreds of people. The past year 18,000 acres of sugar beets were grown in the county.

Oxnard is a thriving city of 3500 people with good streets, sewers, lights and gas and owns an excellent water plant to supply its people with artesian water. Its churches are numerous and schools among the best.

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SANTA PAULA.

The third city in the county is Santa Paula. It is the citrus and deciduous fruit center of the county and is the center of the great Santa Clara Valley some sixteen miles from the sea. Near Santa Paula is the largest bearing lemon orchard in the world, known as the Limoneira ranch, containing over 500 acres. Santa Paula is the center of a rich and thriving small-farm section, with all the up-to-date improvements which go to make life pleasant.

Fillmore, a thriving section a few miles from Santa Paula, became an incorporated town the past year and has gotten well out of the village stage. It is located in one of the garden spots of the State, surrounded with producing orange, lemon, walnut and apricot orchards. The land is rich and water is plentiful and of excellent quality. There are located many busy fruit-packing establishments at Fillmore and during the season there is a busy time in shipments. Fillmore is also the chief oil center of the county.

cooking in live steam and olive and cottonseed oil substituted, the white meat being advertised as "chicken of the sea."

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WILMINGTON.

The opening of the Panama Canal found Wilmington ready for commerce, and the arrival of the American-Hawaiian steamer Missourian at municipal pier A in the inner harbor, with the first cargo through the big ditch from the Atlantic, marked an epoch in the history of this historic port. Among the important projects for 1915, the proposed low-grade truck highway from Alameda street in Los Angeles to the water front ranks first. This road will follow closely the Southern Pacific right of way, and will have a concrete base for heavy traffic. The growing use of trucks to haul freight from the wharves to the city makes this road an important need. It is proposed to connect the inner harbor and outer harbor with a direct road, the plans including a drawbridge over the west basin channel.

As a preliminary to harbor improvements the city of Los Angeles, without waiting for appropriations from the Federal government, expended nearly $750,000 to dredge channels and fill a large area of low ground, including a large portion of the business district of the town, upon which many handsome business structures have since been built. This made possible the construction of pier A, upon which a handsome transit freight shed 1000 feet long has been built, with another shed 500 feet long nearly completed, at a cost of nearly $500,000. The Water-street wharf is equipped with a shed 540 feet long, at a cost of over $135,000. Street improvements and a belt line railroad under construction added another $130,000 to the cost of inner harbor improvements, and made what was formerly tide land available for canneries, machine shops and boat-building plants.

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TERMINAL.

Anticipated appropriations at the next session of Congress will make a wonderful transformation of what is known as Terminal Island and East San Pedro, where a large part of the commerce of the port is already done. The Board of Army Engineers has already recommended an appropriation of over $300,000 to widen the main channel to 1000 feet for its entire length from the turning basin to Dead Man's Island. The material dredged from the channel will be deposited on the beach on the east side, broadening what was originally a narrow sand spit along a rock jetty into a wide peninsula, with hundreds of acres available for commercial purposes. Into this will be cut many slips by the Salt Lake Railroad, the Pacific Wharf and Storage Company and other interests. Other branches of the Federal government have united in recommendation for the reclamation of shallow water around the historic Dead Man's Island, now known officially as Reservation Point, by filling and razing the island for a site for a quarantine station and other Federal uses.

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TORRANCE.

Torrance, seventeen miles south of the City Hall in Los Angeles, is an industrial suburb which was planned with great care to combine a maximum of convenience for the location of manufacturing plants, together with a maximum of beauty and comfort for the men employed.

Torrance was established in the summer of 1912. Primarily a little more than $1,000,000 was invested in the land, waterworks, sewer system, grading, paving and curbing the streets, laying sidewalks, planting parks and parkways and in buildings. To this has now been added an investment in factories and machinery totaling another million; and the total of investments by real estate buyers in Torrance property is more than another million dollars.

Starting with six factories—the Union Tool Company, making oil well tools; the Pacific Metal Products Company, making oil containers; the Southern California Shoe Company, now turning out 500 pairs a day; the Torrance Pearl Manufacturing Company, making pearl buttons; the Moore Motor Truck Company, and the Hendrie Rubber Company, making automobile tires—Torrance has in the last year added a plant for making refrigerating apparatus, a plowing tractor works, and a plant for making Diesel marine engines. Two other large concerns, the Llewellyn Iron Works of Los Angeles and the car shops of the Pacific Electric Company, have bought sites at Torrance and prepared plans for removal there.

Along the Coast.

SANTA MONICA.

EXCELLING even her remarkable growth during 1914 in population, school attendance, building and business expansion, the street improvements during the year in Santa Monica constitute a record not excelled by any other city in Southern California outside of Los Angeles and San Diego. About twenty-one miles of street paving and other improvements and 9.44 miles of sewers were built during the year or are well under way. The new Santa Monica, which many travelers who have visited many lands liken to the European Riviera, can show a proud civic record for the year to the winter visitors and exposition sightseers. Progress in almost every line is noted. The population increased from 12,000 to fully 14,500 during the year, as indicated by the city directory.

The street improvements include the following: Pico boulevard, asphalt paving, gutters, curb and sidewalk, to Eighth street, oiled macadam to the northern city limits; Seventeenth, Mills street, Gillette's Regent Square, Sixth, Eighth and Ninth streets, Lincoln and Garfield avenues, Eighteenth, Nineteenth, Twentieth and Twenty-first streets, Washington and Idaho avenues, oil macadam paving; part of Eighth, Sixth and Pacific streets, Bushnell avenue and Fifth street, concrete and rock and oil paving. Palisades No. 4 tract was improved with asphalt paving, sidewalk, curb, sewers and water lines. Ocean avenue, from Colorado avenue to city limits, was improved with concrete base with bitulithic wearing surface and storm drains. Main street, from Hollister avenue to Pico boulevard, was asphalted. Dozens of alleys in the business district were improved with modern paving.

Rapid building is following the progress of street improvements in the recently-opened northern and northwestern portions of the city, as well as in the older parts of the city. Handsome bungalows have been built recently and are springing up here and there, and in groups. To November 15 the building record for the year reached the handsome total of $583,370. This does not include the improvements to the Fraser pier, $55,000, the building of the new First Presbyterian and First Baptist churches, which will boost the total to more than that of 1913.

Among the large structures completed during the year is the handsome new Woman's Club House, costing $22,000, the Higgins apartments, totalling $60,000, and a dozen of the higher-class homes, costing an average of $5000 apiece. The improvement of beautiful Linda Vista Park is one of the civic triumphs of the year. The city, in grading, planting lawns, shrubs and trees, and in fencing it, spent more than $10,000. The eyesore at the main Santa Monica station of the Pacific Electric is no more. The assessed valuation, non-operative, this year is $15,700,000, and the operative $1,000,000 more. Last year the valuation for all purposes was $14,713,000. The postoffice receipts show a gain in population. For the fiscal year ending July 1 the receipts were $43,591.62. This is several thousand greater than for the same period a year ago.

The Bank of Santa Monica deposits on September 24, 1914, totalled $432,795.79. Deposits in the Merchants National Bank aggregated $320,000. Ocean Park banks in the city limits bring the total to over $1,125,000.

There are 4500 church members, including Catholic and Protestant. The churches own property valued at $207,000. Santa Monica has invested over half a million dollars in schools and school equipment, having just completed a $225,000 high school building, second to none in the southern part of the State. During the past year 553 pupils were enrolled in the High School, an increase of over fifty. The evening high school enrolled 260 more. In the seven grammar schools there are over 3000 younger pupils studying. Under the Board of Education the city's educational facilities have reached a high plane. The two new school buildings were completed the first part of this year, and soon elections will be called for the erection of one more building.

An election was held December 1 for the purpose of amending the present charter so that the scope of improvements would be considerably greater. With the completion through Sawtelle and a portion of the county of Pico boulevard, Santa Monica will have a new short paved way to Los Angeles. The paving of this important thoroughfare has been completed in Santa Monica. Another important highway link is that of Eighth street to the Venice city limits, where the roadway is taken up to connect with the Washington boulevard at Fredericks crossing.

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OCEAN PARK.

This popular resort city has risen from the ashes of a devastating fire to a position second to no other seaside place on the Coast. Three times the value of buildings burned has been put into substantial business blocks and apartments. There is nothing now to remind one of the fact that this resort was once a fire-swept waste. The building of amusement palaces has kept pace with the erection of business houses. Fraser pier has been rebuilt, with its amusement concessions—the racing coaster, the Fraser Ocean Front building and Egyptian arcade, the submarine cafe, the rebuilt bath-house and numerous other joy palaces costing over $1,000,000 greet the visitor. The business men of Ocean Park had confidence in its future, and they were joined by outside capital. A. R. Fraser, the "Father of Ocean Park," though hit hard by the fire, invested a great part of what he had left in rebuilding the place.

The prosperity of Ocean Park is reflected in the deposits in the three large banks. The First National Bank reports deposits on September 12 of $357,814. The Ocean Park Bank had $484,732 in deposits, and the Merchants Commercial and Savings Bank reports deposits of $193,720. The clearings of these banks represent an increase over any other year in the history of Ocean Park banking.

A great increase in the number of both summer and winter visitors was noticed during 1914, and preparations are being made by house and apartment owners to entertain a record number of tourists.

Among the largest hostelries which sprung up after the fire are the $150,000 Merritt-Jones Hotel, the Higgins apartments, the seven-story King George Hotel, the Ocean Park Club and the Maier apartments. A valuable addition is the Nat Goodwin pier and cafe, refitted in 1914. This is the rendezvous of thousands of parties every month.

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VENICE.

When, nine years ago, Abbot Kinney stood upon Windward pier, and, surveying a few amusement concessions and two miles of canals, christened the place "Venice of America," he hardly dreamed of the greatness today of modern Venice. Foremost among Southern California coast amusement resorts, entertaining an average of 5000 visitors daily, this seaside city has become widely known for its hospitality and the diversity of its amusements.

The progress the last year has been more pronounced on home lines. In the building of homes, schools and churches, Venice has been excelled by few cities of its size in the West. According to a report of the building inspector, not less than $4,000,000 has been spent here in the last thirty months in buildings, and a great part of this total was for bungalows and apartments. The building permits for 1914 reached about $400,000, the number of permits issued being 1200.

The completion of a handsome new polytechnic high school in the northern part of the residence district, at a cost of $250,000, marked an era in 1914. Over 200 pupils are enrolled in the high school and 900 in the four grammar schools. A new central school building has been completed at a cost of $67,000. A handsome church building was built for the Congregationalists at a cost of $20,000.

The postoffice receipts for the year were $14,886. For the fiscal year ending June 30, 1913, they were $11,490. The increase is due, according to the postmaster, to the augmented population during the past year. The deposits in the Bank of Venice reached a total of $292,000.

More than four miles of street paving was completed or gotten under way, making twenty miles of paved streets in Venice. Proceedings looking to the improvement with high-class paving of five more miles of streets are now being published, and the contracts will soon be let. At right angles to the ocean there are now more than sixty courts or alleys paved.

The pier amusement district was made more popular in 1914 by the addition of several costly and modern amusement devices. The outer end of the pier was enlarged and improved by Doge Kinney, and many large projects are made for the pier, which will likely see fruition within the next few months. To the 1915 visitor Venice will present its bright, joyful and amusing palaces of fun. It is already decked to greet the fair visitors.

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PLAYA DEL REY.

Improvements to the pavilion and platform leading to the lagoon were completed during this year, a large number of piling being driven, and new planking placed on the runway across the inlet. The city of Venice placed new gates at the entrance of the lagoon in place of those destroyed when the floods came in 1913. Several handsome residences have been built here in 1914, some on top of the hill, which commands a view of the Crescent Bay in all directions. Playa del Rey continues to be the rendezvous of societies, picnics and pleasure-seekers. A feature of life here is the moonstone beach, which extends for a mile from the pavilion in a southerly direction. A project is on foot for the rebuilding of the motordrome, where many famous races have been held. It was partially destroyed by fire in 1913, but the owners are to place it in first-class shape again.

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EL SEGUNDO.

Springing up from a barley field to a handsome city of fine residences, modern stores, schools and other evidences of civic activity in three years, few cities present stronger proof of energy and enterprise on the part of its founders than El Segundo. The population has increased over 500 in the past year, and at least 100 new homes have been built. Factories have been erected, and the Standard Oil Company, which has its Southern California refinery here, has increased the capacity of its plant and the number of employees.

The new boulevard connecting this city with Redondo Beach, Hermosa and Playa del Rey and Venice, which is now being planned, will further increase the prosperity and importance of El Segundo. A new passenger station for the Pacific Electric has been built. The Lambert Manufacturing Company's plant, now being finished, will employ over one hundred men. It is expected that El Segundo will double its population every year for the next few years.

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MANHATTAN.

This seaside community, incorporated as a city two years ago, which lies immediately north of Hermosa Beach, has kept pace with other seaside cities of the Southland in growth in the past year, and has outstripped some of them. During the year $110,000 was spent for a municipal water system, which will take care of a city of 25,000 population. Plans are now being laid for the building of a fine cement promenade from Hermosa Beach to the northern city limits, including an ornamental balustrade and lights. The sum of $23,000 has just been spent for the construction of a school of hollow tile and concrete. Highland avenue has been paved with asphalt at a cost of $8600. The city has a beautiful City Hall, just completed. The county has agreed to construct a highway connecting this beach and Playa del Rey and Venice.

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HERMOSA BEACH.

Few seaside cities have made the advancement that Hermosa Beach has accomplished in 1914. This beautiful resort, adjoining Redondo Beach on the west, has seen a boom in home building and the erection of pleasure enterprises during the past year. A handsome pleasure pier, 1000 feet long, built of reinforced concrete by the city, compares favorably with any pier on the Pacific Coast. This was dedicated May 16, 1914. The population of Hermosa Beach is now 3000, an increase of almost 1000 within the year. There are twenty miles of paved streets, four miles of cement sidewalks and seven miles of sewers now completed. The assessed valuation of property this year is $1,940,000. The deposits in the bank here total $85,000, a vast increase over the total at this time last year, and the postoffice receipts for the last twelve months, $3500, show the increase in population when compared with the receipts for a like period last year.

Approximately $400,000 has been expended on street improvements, and there is now every modern municipal convenience in this fast-growing place. On October 1, 1914, there were 858 dwelling-houses in the city. Last year at the same date there were but 490. There are twenty-eight hotels now; a year ago there were but eight. Twelve grocery stores supply the inhabitants now, whereas in October, 1913, there were but six. In every commercial line the city has grown. There is now a newspaper here. The circulation of books has increased greatly. The Chamber of Commerce of Hermosa Beach has a membership of 120, and is a live, enterprising organization. There is a rod and reel club, with 140 members.

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REDONDO BEACH.

Justly proud of the advancement this matchless resort city has made in the past few years, citizens are preparing an elaborate welcome to exposition visitors. Along shining boulevards leading to Los Angeles and other cities, through streets lined with handsome residences, on asphalted business streets fringed with tall, substantial mercantile places, and along El Paseo, the "Pleasure Way," evidences of preparation for the flood of fair visitors may be seen. Diversified seaside pleasures, a bathing strand equalling any, fine pier fishing and a port growing in importance are magnets which attracted hundreds of residents and many thousands of dollars of outside capital during the past year. Building, paving, investment, educational advancement has been the rule throughout 1914.

Redondo Beach now has a population of 6000, an assessed valuation of $3,261,486, outside of the largest electric plant in the West, which alone cost $1,500,000. It has three prosperous banks, with deposits aggregating $625,000, a $250,000 hotel, an $85,000 pavilion and numerous other amusement buildings, an $80,000 sewer system, five churches, one high school and three grammar schools, and a $250,000 salt-water plunge. There are 200 cars running to Los Angeles over three routes daily. Three commercial wharves take care of a large import and export business.

Hundreds of new residences and many business buildings have been erected during 1913. The circulation of books in the well-stocked library numbered 26,616 in 1914, while during the year before only 23,980 books were loaned.

El Camino Real, Diamond street, Ruby street, Irena avenue and Vincent Park were the thoroughfares improved with the best paving, a total of $101,055 being spent on these streets, representing a frontage of over four miles. Redondo Beach industries increased during the last year. The wharves required additional men, the steel casting plant added to its buildings and equipment, and the fishing industry was given an impetus because of the increase in the demand for canned tuna. The clearings of the three banks showed a healthy growth for the year.

Imperial County, Rich Agricultural Empire.

RESOURCES DOUBLED.

OUTSIDE of its great cities, no section of California has made such strides forward, and no other section of the State has been more thoroughly or more generally advertised than the Imperial Valley. The producing area of the Imperial Valley was almost doubled last year. The East Side Highline Canal was completed during the early spring. This big ditch takes the water out of the Alamo River at Allison Heading, in Mexico, carries it around the extreme eastern rim of the valley, watering all of the section along its course, and deposits it in sufficient quantities to irrigate all of the irrigable land north and west of Niland. About 150,000 acres of heretofore barren desert was brought under cultivation as the result of the completion of this canal, and all of that vast country leaped into life as if touched by a magic wand.

This year holds the record of being the greatest of all in the point of development of virgin soil. Taking the probable 10,000 acres cultivated south of the Mexican line and the 150,000 developed north of it, not less than 160,000 acres more are under the ditch now than at the beginning of the year. At this time there are about 307,000 value-producing acres in the Imperial Valley north of the Mexican line and about 55,000 south of it, and the valley is now coming to be one great green field from Mexico to Niland, just as fast as labor and capital can do the work; and by the close of 1915 all of the 160,000 acres watered so far, and many thousands of acres more, will be producing crops, and the resources of the Imperial Valley will be nearly doubled, while the value of its property will be multiplied by three, for there is no waiting for new land to "cure" here: the first crop is a real crop.

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WATER SYSTEM.

Imperial Valley has the most efficient water system in the United States. It carries water to all sections of the valley all the year round by gravity flow. It covers the whole valley like a network, until, without difficulty, every acre can be watered at will. More acres are being constantly watered at the same time by this water system than any other number of square miles in the world. The people of the valley voted this year to issue $3,500,000 for the purchase of the holdings of the California Development Company in the system, reserving $500,000 of the amount for an emergency fund. An irrigation district, comprising all of the water companies of the valley, will have charge of it. Water stock must be obtained from the water company in which the land is located before water will be delivered to it. At the present time the water stock in the Imperial Valley varies from $7.50 to $15 per share, according to the district that controls it. Assessments on this stock for general expenses average per year about $2 per share. The water delivered is paid for, according to the amount ordered, at the rate of 50 cents per acre foot. The average requirement for this climate and soil is about two acre feet per year.

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THE 1914 CROP.

Every cultivated acre in the Imperial Valley made good last year, and the result is the greatest crop of every variety in the history of farming here. According to statistics just issued, the output of this valley during 1913 was valued at $15,000,000. The crop of 1914 is valued at $25,000,000, and is distributed about as the previous crop was distributed, except in the case of the cotton crop, which made a longer leap than the rest. It jumped in quantity from 22,000 bales to about 70,000 bales, and in value from $2,000,000 to $5,000,000. Every acre in the Imperial Valley produced more of what was planted on it last year than ever before, and the promise is still for better results in the future.

Financial hardships never come to the Imperial Valley as the result of crop failures, for crop failures are unknown here. The soil never fails; there is plenty of water to be had just when it is ordered, and there is nothing to hinder the maturing of a crop. Crops mature in this valley, and are marketed from two to six weeks before they ripen anywhere else—thus insuring for them the highest market prices.

* * *

INTENSIVE FARMING.

It is not yet possible to state just what may be accomplished on a small tract of Imperial Valley land. As it is now one may rent a 40-acre tract and by industry and careful management own the entire tract inside of ten years and have a good living and many luxuries for an average-sized family in the meantime. On a small tract of land in the south end of the valley, which had been highly cultivated for the express purpose of securing the best that was in the land, an average of nearly four bales to the acre of cotton was picked last year. The general average in cotton was nearly one and one-half bales to the acre.

* * *

ONLY TWO SEASONS.

There are still only two seasons in the Imperial Valley—winter and summer, merging into each other gradually. However, the climatic changes of late are so pronounced that they are noticeable year by year. The widespread notion that this valley is filled with unbearable heat practically all the time is the result of reports that were sent out broadcast when the country was all desert. The report is hard to correct, though the heat is not so intense at any time by fifteen degrees as it was then. Its most disagreeable feature is its duration. It lasts, with still air and cloudless sky, from June till September. Aside from this it is but little worse than the heat of any other locality. Deaths caused by heat alone are so rare in this valley as to be almost unknown. In 1914 the average maximum temperature from June 10 to August 15, the hottest part of the year, was 102. If the increase in cultivation continues for the next ten years at the present rate no more will be said or thought of the heat in the Imperial Valley.

* * *

MINERAL RESOURCES.

Little has been said, because little has been known, of the vast wealth hidden away in the mountains and mesa lands that skirt the Imperial Valley. The greatest developments yet made in this line were made during the last year. Practically inexhaustible stores of marble, said to be among the finest in the world, are hidden in the mountain range that rims the valley on the west, and not far away in the same mountain are vast deposits of 98 per cent. pure gypsum, said by experts to be in quantities sufficient to supply half the United States. These minerals are easy of access and will be developed as soon as the San Diego and Arizona Railroad is completed. The prospects for oil in the mesa east of Holtville, on the east side of the valley, are so promising that four companies are making borings. Gold in promising quantities was discovered this year in the mountains to the northeast of the valley, and an old mine at Picacho, very profitable a few years ago, but for some time closed, was reopened during the early part of the year. Large deposits of a superior grade of pumice were discovered in a small mountain that rises out of Lake Imperial, and a company has been formed to manufacture it. In the extreme south end of the valley, on the Mexican side, there is a mountain of alum, which will be developed next year.

* * *

EL CENTRO.

During the year El Centro built, among several other costly buildings, one of the finest hotels in Southern California, the Barbara Worth, at a cost of more than $200,000, most of which was local capital. It laid five miles of paved street and nearly twice as much sidewalk and curbing. It built one fine church and an elegant grammar school building. There are now about 6500 people in El Centro, and it has property assessed at $3,500,000. It is worth more than the assessed valuation of the whole county seven years ago. During the coming spring El Centro will greatly extend and improve its waterworks and its sewer system. It will also lay at least two miles more of street paving. Land has already been purchased for a packing plant that will cost, when completed, more than $50,000, and it is expected that it will be in operation by the first of March or April. For the present, before the close of 1915, El Centro will be the terminus of the San Diego and Arizona Railroad.

* * *

IMPERIAL.

During 1914 Imperial, the valley's oldest city, laid two miles of concrete paving and fourteen miles of sidewalk and curbing. There were built during the summer, in addition to numerous dwellings and several business blocks, a $30,000 cotton compress, the first to be built west of Texas; a five-stand cotton gin at a cost of $10,000, a $35,000 soap factory, a $5000 bottling plant, a foundry that will cost, when finished and equipped, about $24,000; an up-to-date machine shop for both wood and metal, and a cold-storage plant. There are now twenty-five manufacturing establishments of various capacities and kinds in Imperial. During the coming year Imperial will make large extensions to its sewer system and will fit its water plant with a filter that will cost $10,000.

* * *

CALEXICO.

Calexico still holds first place among the valley cities as a cotton center on account of its proximity to the Mexican cotton fields. It has more cotton industries than any other town in the valley. During the year it built a cotton compress, two cottonseed oil mills and a large cotton gin, at a cost of $250,000. Several of the best and most substantial buildings that were built in the valley went up in Calexico, among them being a $65,000 high school building. Several miles of street paving and sidewalk will be laid there early in the coming year. There are excellent prospects also for a government building in Calexico, owing to its being a customs town. An ice plant is one of the establishments planned for Calexico this year. The removal of the capital of Lower California by the Mexican government from Ensenada to Mexicali, just across the ditch from Calexico, will add greatly to the business of the latter town, and there is a probability of the government establishing a permanent army post there also.

* * *

BRAWLEY.

"Twenty thousand people in Brawley by 1920" is the slogan of its people. During the past year Brawley built the finest City Hall in the valley. A $60,000 high school building is also among its achievements. In addition to these, several handsome business blocks and residences were erected. It also added one more bank to the two already doing business there Brawley handled nearly 5000 carloads of cantaloupes last season. With the exception of El Centro, Brawley had larger subdivisions of adjoining lands into city lots than any other town in the valley. Extensive street paving and sidewalk laying will be done early in the coming year, and plans are completed for a $100,000 hotel to be built during the first part of the year.

* * *

HOLTVILLE.

Holtville is the trading center for most of the southeastern portion of the valley, probably the most highly-cultivated section in it. It is essentially an agricultural city. It is abreast of everything that contributes to the heart and life of a modern town. Many improvements mark its progress for 1914. Several business blocks were built, also many residences, together with considerable street improvements. It was largely through the efforts of the people of Holtville that the route of the National Highway was changed and made to run through that town and east through the sandhills, instead of through Mexico to Yuma. Holtville leads all of the valley towns in the production of butter. During the coming year that town will make still greater improvements on its streets than this year, and it has voted bonds for a handsome school building; also for the construction of a sewer system and the completion of a water plant. Holtville is the seat of the "Midwinter Fiesta," the oldest and only fixed annual festival celebrated in the Imperial Valley.

* * *

SEELEY.

Seeley is the coming town on the west side of the valley. It is one of the younger of the valley towns, being not yet four years old. It occupies a peculiar place in valley town building; with no noise of special boosting, it simply began to grow on the desert, and has been growing ever since. During the last year a bank was started there, and before its doors were wide open the deposits had reached flattering totals. A second cotton gin is also one of its year's achievements. One of the best brick business blocks erected in the valley this year was erected in Seeley.

* * *

DIXIELAND—HEBER.

Dixieland is the most westerly town in the valley. It is located about six miles due west from Seeley, and is the present west terminus of the Holton Interurban road. The San Diego and Arizona Railroad will also pass through Dixieland. Heber is among the older towns, and, owing to its location, midway between El Centro and Calexico, has had a hard time of it. It really began to live just this year, and did some astonishing things. It built the only air-blast cotton gin in the valley, that is designed to gin both the long and the short-staple cotton. A bank, two new general merchandise stores and a newspaper were added to its assets.

* * *

CALIPATRIA—NILAND.

These towns were both born during the early part of 1914. Niland was formerly known as Imperial Junction. Soon after the town was laid out a hundred or more buildings sprang up on the desert. A $40,000 hotel was among these, and several creditable business buildings. The hotel was burned before it was quite complete, and one of the first things for the town this year will be rebuilding it bigger and better than as first planned.

Calipatria, lying about midway between Niland and Brawley, has had from its start a really marvelous growth, and continues to grow with no signs of decay. Nearly $200,000 was expended there in building since its organization, and the plans for the coming year comprise an expenditure nearly as great. Several brick business blocks that would do credit to any of the valley towns were erected in Calipatria. It built a large cotton gin. One bank has been established and two more are well under way there. It is and is likely to remain the chief shipping point for all of the north section of the valley. Unless indications are meaningless, Calipatria will be a town of 800 or 1000 people before the close of 1915.

* * *

SCHOOLS AND BANKS.

There is no section of California where greater attention has been given to the schools and the school equipment than in the Imperial Valley. Imperial county pays salaries of sufficient magnitude to command the best instructors to be had in a new country.

There are eighteen banks in the valley, representing deposits of about $3,000,000 and resources of $15,000,000 Seven new banks were established during 1914, the most pretentious of which is the Cotton Exchange Bank of Calexico.

There is a Valley Chamber of Commerce, representing the valley as a whole, and a chamber of commerce or a commercial club in each of the towns. Every town has also one or more newspapers. There are nine journals in the Imperial Valley, five of which are dailies.

* * *

PUBLIC UTILITIES.

During the last summer the Holton Power Company brought down from the Sierra Nevada Mountains, a distance of more than 500 miles, the high-voltage current generated there, and conducted it all over the valley. There is now sufficient electric current to light the whole valley and run all of its machinery.

The Imperial Valley is traversed from north to south by a branch of the Southern Pacific Railroad, the facilities for transportation on this [illegible]nch are as good as they are on any other section of the road. The San Diego and Arizona Railroad will traverse the valley from west to east before the middle of 1915, there being only about forty miles of it yet to be completed. This will connect the Imperial Valley with the coast at San Diego. The Holton Interurban road crosses the valley from Dixieland, on the west, to Holtville, on the east. Charters were granted by several of the valley towns for an electric road that may be constructed during the coming year.

The State Highway will traverse the valley, entering it at Coyote Wells, passing through Dixieland, Seeley, El Centro and Holtville, and out over the sandhills to Yuma. This road will be a section of the Ocean-to-Ocean Highway. It will be completed through the valley by the end of February.

* * *

MODERN HOMES.

The homes here have everything that any modern home has. The farms are supplied with the latest appliances and are conducted on the most scientific methods. All the cities have water plants, electricity and gas, and the latest appliances for using them. The day of "shacks" is past, and modern, many of them elegant, homes are fast taking their places. For the most part the people living here are people of education and culture. The church and the social life in this valley, as everywhere, are just what the people make them. There are now about 1500 automobiles in this valley. If the Imperial Valley was ever "new," the "new" has worn off.

The development of this great country approaches the marvelous, and it is constantly unfolding something for interested people to think about. Fourteen years ago, nobody; today, 40,000 people! Fourteen years ago, nothing; today, property valued at $65,000,000! Fourteen years ago, sagebrush; today, a crop valued at $25,000,000. Fourteen years ago, a tent on the desert; today, ten thriving cities. Fourteen years ago, not an irrigated acre; today, 307,000 acres producing values!

In view of the wonderful development of the Imperial Valley during the last decade, and of its constantly unfolding resources, it does not seem extravagant to predict that within the next ten years both its population and its wealth will be multiplied by four. All its industries are still at the morning, while some of the most promising are but unfinished experiments. Many of its resources have not ever been discovered. There are but some 40,000 people here now, and there is ample room for 300,000. Good authority fixes the untouched area of this valley, north and south of the Mexican boundary, at 1,355,000 acres, all of which can be watered by gravity flow, and is capable of producing two or three crops a year.

What It Means.

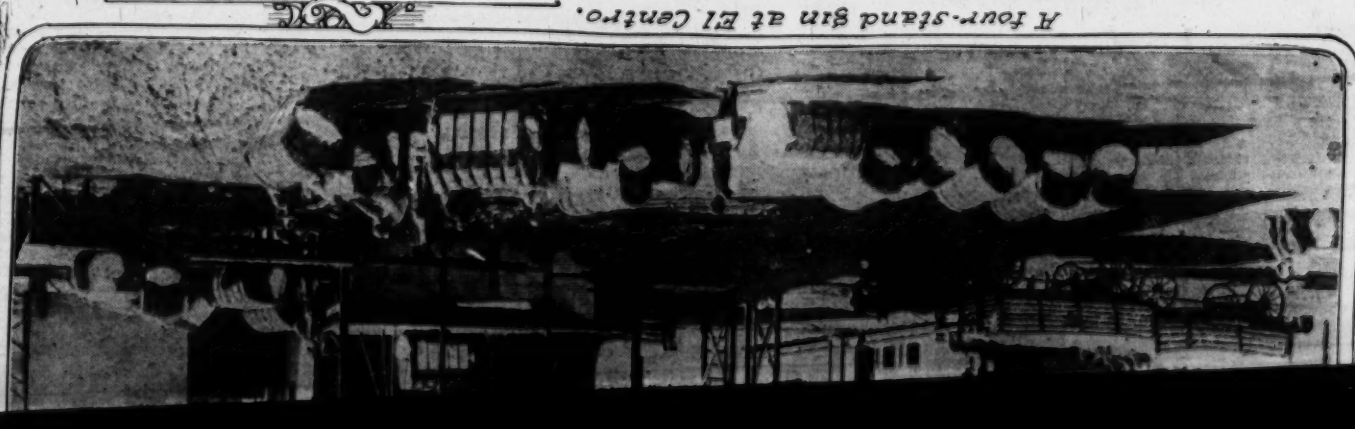
The wonderful growth of Southern California is the most marvelous in all the history of States. It is flourishing as the Green bay tree. There is a reason. It is the one spot in the round, round world where nature yies with man in making life worth living.

A Long Shot.

The booster for California fires a shot that is heard around the world when he extols the beauties of this blessed land. Those who come to look and see whether it comes up to the advertisements, remain to invest and spend the remainder of their lives.

Inside and Outside of a San Fernando Valley Home.

A four-stand gin at El Centro.



San Diego County Now Host to the World.

EXPOSITION READY.

SAN DIEGO completes the year 1914 with one mighty accomplishment, the building of the San Diego exposition, which opened with the Spanish fiesta last night. For five years the exposition has been building with the best of encouragement from Los Angeles and the other counties of the southern section of the State and material assistance from the northern and central counties and from the neighbors among the western commonwealths.

With the exposition fairly opened, San Diego now looks forward to a year of mighty progress and years of growth still to come, for this is a permanent venture and the full benefits will not be derived in 1915. The part which the exposition has taken in commercial welfare during the past year has been considerable, and the employment of two thousand men or more has in itself supplied a heavy purchasing power, the immediate effects of which have been noticeable by the merchants in various fields of industry, and indirectly, by the banks, and all other industrial and commercial lines. An investment of $10,000,000 is involved.

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TWO GREAT PURPOSES.

The great aim of the exposition came to be first, the development of the American West. The secondary object was the development of San Diego and Los Angeles, which should become ports via which the products of San Diego should go to other lands, and the manufacturing of other lands should come to the Southwest. This explains the agricultural exhibit, for example.

The effort has been to present an agricultural exhibit which should be of vital interest to everyone who beheld it, instead of the time-honored display of oranges, peaches and various vegetables and grains and grasses set in imposing array in a great building. There was substituted a display of how these products are grown, and there is shown a great demonstration field where tractors and reapers and plows and cultivators are at work. There was arranged a model intensive farm where the visitor could see how the scientific agriculture of the new West is being carried on today. The definite purpose of this was to give the visitors who had vaguely in mind an idea of going back to the land some real assistance as to how they should come back to the land, and what they should do when they get there.

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BUILDINGS PERMANENT.

The buildings, for the most part, are permanent. The great California Building by the west approach, together with the remainder of the west quadrangle, and of course the high-arched Puente Cabrillo, is of steel and concrete. The same is true of many of the buildings which lie to the east, to remain as permanent park exhibits. But even the other structures of staff and plaster construction have been built with metal lath and with special preparation, which, in this balmy country of Southern California, should insure a life of from thirty to fifty years. That means that the greater part of the ten-million-dollar investment is not for a single year, but for many years to come, and the effects of it will be felt all during that period, not alone by San Diego, but by the Southwest generally.

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BUSINESS ACTIVITY.

All San Diego has been preparing for the exposition and for the opening of the Panama Canal, which largely accounts for the fact that San Diego has not felt the financial depression that swept the country as heavily as most cities in the past two years. Building activity has never ceased, many thousands of men have been employed in extensive improvements in streets, railroads and other preparations necessary to take care of the exposition and the increased business attendant upon the opening of the canal.

Although the building permits do not amount to half as much as those of last year up to November 10 they total $2,896,997. These permits do not include the Sandford Hotel of 150 rooms which cost about $200,000, nor the Palomar apartments, one of the finest apartment-houses on the Coast, costing about $100,000. Among the buildings are five churches, five schools aggregating in cost $150,000, many business buildings, including the new Santa Fe depot and freight house, an $80,000 concrete warehouse, a $50,000 picture theater and many residences.

During the year street work amounting to $455,600 was completed, which gives the city thirty-six miles of paved streets and 155 miles of graded streets. The San Diego Electric Railway Company has made elaborate preparations for handling exposition crowds and $1,600,000 has been expended in improvements and extensions. These include the construction of the "Park line" at a cost of $215,000 with a park terminal at the exposition costing $75,000. Heavy 114-pound rails have been used in the business and residential districts and a second line serving the exposition has been double tracked. In addition to the other cars in use, seventy-five big center entrance pay-as-you-enter cars have been purchased for exposition traffic. New car barns have been built, many miles of trackage laid and additional power and feeder systems installed.

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RAILROAD EXTENSION.

The Santa Fe has expended more than $500,000 in San Diego preparing for the exposition and increased business. A handsome concrete mission-style depot which covers two blocks, costing $300,000, was completed in December as well as a $50,000 freight house. The Santa Fe exhibit at the exposition, the "Painted Desert," cost $100,000, and property costing an equal amount has been purchased by the company at Old Town for shops and roundhouse. The railroad company has equipment ready to handle at least six times more than the heaviest tourist travel of the past. The Santa Fe together with the seven steamship lines that come into San Diego can handle as many as 40,000 persons a day, while it is estimated that about 10,000 a day will be the number of arrivals. The Pacific Navigation Company will have a daily service between San Diego and Los Angeles the coming year with their large boats, which carry about 900 passengers, while the Pacific Coast Steamship Company will also have increased service, as will the smaller lines.

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HOTEL CAPACITY.

The exposition people by careful canvasses of the town have obtained figures showing that in addition to the 100,000 inhabitants of San Diego, 50,000 more can be taken care of in hotels, apartments and private residences. In addition to this, if necessary, 25,000 or more can be given quarters in the Tent City planned to be erected in the Exposition Park, which the equable climate of San Diego the year around makes possible.

The harbor is one of the greatest factors in San Diego's progress, and the opening of the Panama Canal means much for the future growth of shipping here and of business. Through an act of the State Legislature the city of San Diego has been given absolute control of the harbor frontage and the tidelands adjacent thereto. The city agreed to expend on harbor improvements immediately at least $1,000,000, and these improvements are well along towards completion.

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HARBOR IMPROVEMENTS.

The city has spent $1,400,000 in these improvements the past year for which sum the city was bonded. The improvements consist of a concrete pier 800 feet in length, 2750 linear feet of bulkhead, the ombined cost of which was $1,000,000; about $200,000 worth of dredging and the reclamation of about eighty acres of tidelands which will be used for manufacturing sites. Other temporary bulkheads have been built and an immigrant station worth $30,000 will be built early this year. The harbor has an area of twenty-two square miles, is completely landlocked and in a region of perpetual summer is free from storms, which condition makes it ideal. A depth of thirty-five feet at low tide is found along the pier and the largest steamers can come into the harbor and dock with ease at the pier.

Already the Panama Canal has greatly swelled the commerce here and an increase of 20 per cent. is due to this factor. It is estimated by shipping experts that commerce will be increased 200 per cent. within a year after the formal opening of the canal. There are now seven steamship lines, including several coastwise north, two to Mexico and one Hawaiian line. Four steamship lines, including the Hamburg-American, which will make this port a port of call, the Luckenbach line from New York, the Hawaiian-American line from New York and some coastwise lines will be in operation here the first of the year 1915.

Shipping figures show that the past year 21,528 tons of grain were received at this port, as against 10,443 tons in 1913; 169,432 tons of general merchandise, as against 165,432 tons in 1913; lumber shipments for 1914 were 63,610,620 feet.

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NEW ROAD TO YUMA.

Work is being rushed on the San Diego and Arizona railway from San Diego to Yuma, which will be completed next July and will give San Diego direct connection with transcontinental routes. This will lay at San Diego's door a vast territory productive in the extreme and capable of far greater development than it has yet had, because of lack of adequate transportation facilities. More than $2,000,000 was spent on the road building the past fourteen months.

The most powerful radio station in the country is being erected at Chollas Heights at a cost of $300,000 in addition to the government radio already in operation at Point Loma. Preparations are being made to supply vessels of the combined Atlantic and Pacific fleets with oil and coal next year, and for this purpose a coaling tower costing $37,000 is being built and a coal platform extension to hold 35,000 tons of coal at a cost of $8750, while oil storage and pumping plants are to be erected soon.

North Island is the chief base for the aviation corps of the army and through recent appropriations many additional aeroplanes have been purchased and the First Aero Corps increased to 260 men and sixty officers. The Fourth Regiment of Marines has been stationed on the island since last summer and is another attraction for visitors. One battalion of this regiment will be stationed this year at the San Diego exposition and one at the San Francisco fair.

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SCHOOLS DOUBLED.

The school population in five years has more than doubled. The enrollment June 1, 1914, was 10,876, an increase of 1533 pupils over last year. The High School plant represents an expenditure of $500,000, and is one of the finest on the Coast. Half a million dollars has been spent in reorganizing the grammar schools and twenty open-air classrooms have been established in a year.

Among important preparations for the exposition is the plan of the City Beautiful taken up by the Federation of State Societies, which have a membership of 16,000 people with forty-one societies. In the past year the membership has doubled. In the work of the City Beautiful the members have planted 2800 vacant lots in wild flowers and every parking in the city has been planted in geraniums, California poppies or some suitable flower to make the city a blaze of color during the fair.

San Diego's water system, which consists of nine storage reservoirs with a capacity of 30,000,000 gallons, has been greatly improved the past year. The sum of $705,000 is being expended in extension and improvements to the impounding system, which consists of four great reservoirs in the back country of San Diego with a capacity of 30,000,000,000 gallons.

There is a corresponding growth in other towns and villages in San Diego county other than San Diego. National City, a thriving town just south of San Diego, boasts of building permits for the year amounting to $69,500, most of which were substantial residences. During the past two years the California China Products Company has furnished all of the tile for the exposition buildings, such as flooring, domes and so forth, and the Tracy Ornamental Brick and Stone Company has supplied the ornamental stone for the California building and many others there. The Western Salt Company harvested 20,000 tons of salt the past year.

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LA JOLLA BEACH.

At La Jolla, the beautiful beach fourteen miles north of San Diego, which is famous for its artist and literary colony, has grown rapidly the past year. The principal improvements there are the clubhouse, valued at $10,000; the children's playgrounds with clubhouse and equipment worth $20,000, both given by Miss Ellen Scripps; a $15,000 public school building and a number of pretty homes, a dozen or more of which have gone up in the past year.

The Julian apple yield the past year was 1,300,000 pounds and 50,000 boxes were shipped out of the district. Increased activity is noticeable in the mining camps around Banner, Julian and at Pala, where from the Pala Chief Gem mine about $40,000 worth of semi-precious gems are mined yearly. The installation by the government of an irrigating plant worth $30,000, giving 300 inches of water, in the rich Pala country in San Luis Rey Valley, has stimulated agriculture there and the Pala Indian reservation is one of the best cultivated on the Coast.

At Santee in El Cajon Valley the establishment of a wonderful dairy by W. H. Dupee, the millionaire, on his farm of 455 acres, is a notable feature of the year. On this farm are 130 registered Guernseys, none of which is worth less than $1000, and many worth $4000. The dairy is one of the most sanitary and up-to-date in the country. Many of the American polo ponies are also raised on this farm by Dupee.

At Coronado, the pretty resort just across the bay from San Diego, growth has been steady. Street improvements amounting to $318,000 have been made and several new residences have gone up, including the $50,000 Dupee residence.

Preparations for the year 1915 have been going on at the famous Hotel del Coronado for practically two years past, entailing expenditures of well over the hundred thousand dollar mark, in thoroughly modernizing the hostelry in every detail. Additional guestrooms have been provided, private piazzas and sleeping porches built and the greater portion of the hotel's interior repainted and redecorated. At Del Mar, Grossmont, the mountain home of Madame Schumann-Heink and Carrie Jacobs Bond, and other mountain places of the county there has been a steady growth throughout the year.

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ESCONDIDO.

Water and electric power development and city beautification have been prominent factors in Escondido's progress during 1914, the items first named representing an outlay of $200,000.

The Escondido Mutual Water Company, which furnishes water to the citrus ranchers and at present to the city people as well, has nearly completed the installation of a hydroelectric plant, the power for whose operation is generated by the harnessing of the water taken from the flume en route through the mountains from the San Luis Rey River, the source of supply, to the "Sun Kist Vale." With the current thus generated electricity for lighting and for the operation of pumping plants will be supplied the people of a dozen townships. It is expected that the innovation will add materially to the citrus and deciduous acreage of the region.

The municipality has issued $100,000 in bonds for the installation of an independent water supply, the water being pumped from the Escondido River bottom to the highest point of land overlooking the city and from there distributed to all territory within the municipal lines.

As an auxiliary of the Chamber of Commerce a flourishing Floral Society is actively at work for the beautification of the city in anticipation of exposition year. Backed by the Chamber of Commerce and working in harmony with the City Trustees the society is accomplishing a great work.

Building operations for the year, representing $60,000, include the erection of a postoffice structure and a business block, both of reinforced concrete, and the construction of two residences at a cost of $8000 each. The city has finished the grading and surfacing of five miles of city streets. Citrus growers realized $75,000 net on the sale of fruit, and the wine and table grape growers $25,000; dairymen, $75,000, poultrymen, $60,000. Three hundred acres were set out to citrus and deciduous trees. An auto chemical fire engine has been purchased by th ity, which has also installed a reinforced concrete bridge over the Escondido River on the street leading out of the town on the rth. Three hundred is the estimated increase in the population. A live Chamber of Commerce has proven a big factor in the development of the city and country.

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OCEANSIDE.

The expenditure of $150,000 by the South Coast Land Company, of which H. W. Kellar, millionair of Los Angeles, is the head, for the installation of an irrigating plant for the watering of 2000 acres of land at Carlsbad, five miles south of Oceanside, is the important thing in development work for 1914. The water is diverted from the San Luis Rey River and carried through iron mains a distance of five miles. It is anticipated that within a few years the enterprise will add 2000 to the population of Carlsbad, now a town of a few score inhabitants.

During the year Oceanside completed a $25,000 sewer system. The bean crop of 4000 acres directly tributary to Oceanside brought the growers $450,000, and the sugar beets, $119,000. Various buildings were erected at an aggregate cost of $50,000. Bonds will be voted the coming year for a City Hall and a pavilion. Twenty miles of the State highway south of the city, and as many more north of the town, were completed, the mileage calling for $400,000. The two banks, with a capitalization of $50,000, were reorganized, and under the new management liberal inducements will be offered ranchers who wish to engage in dairying.

As an auxiliary of the reorganized Chamber of Commerce, a live City Beautification Club has been doing effective work in the planting of trees, shrubbery and flowers in the parkings of the streets.

What It Means.

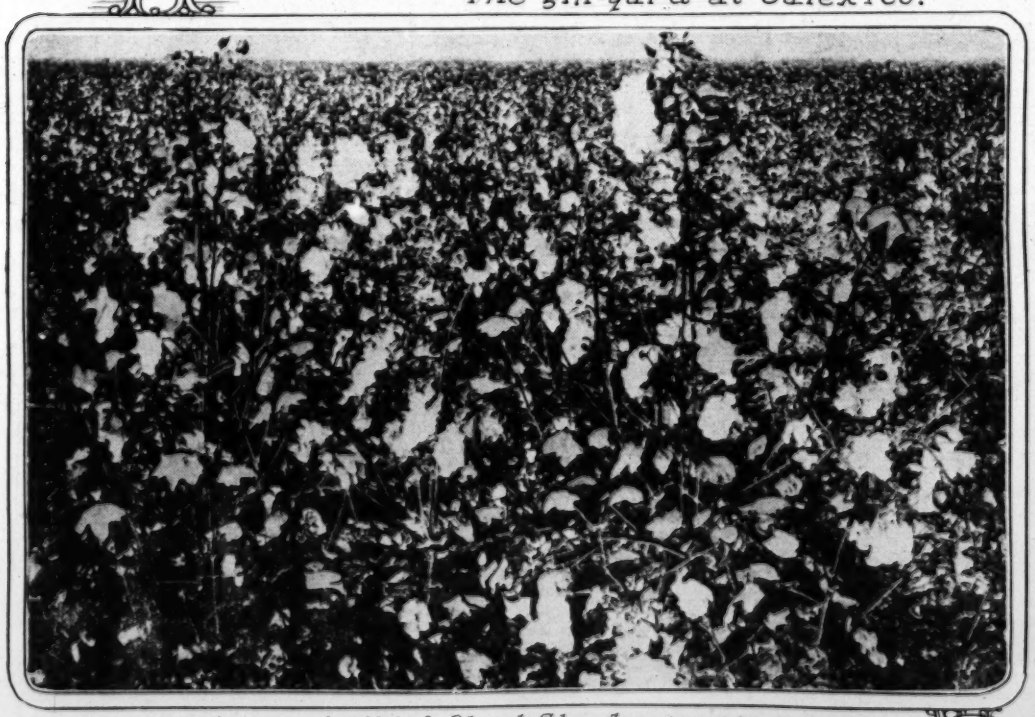
The wonderful growth of Southern California is the most marvelous in all the history of States. It is flourishing as the green bay tree. There is a reason. It is the one spot in the round, round world where nature vies with man in making life worth living.

A Long Shot.

The booster for California fires a shot that is heard around the world when he extols the beauties of this blessed land. Those who come to look and see whether it comes up to the advertisements, remain to invest and spend the remainder of their lives.

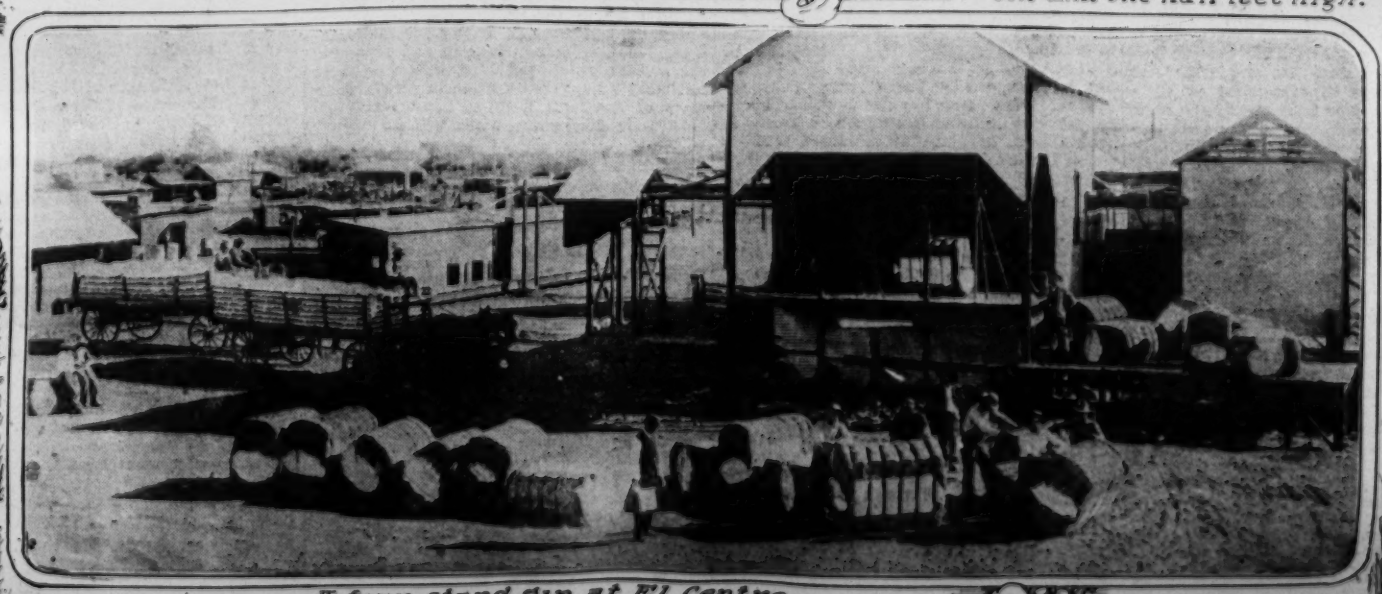
In the Cotton Fields of Imperial Valley.

The gin-yard at Calexico.



Thousand-acre field of Short Staple growing near Dixieland in Imperial Valley.

An Imperial Cotton Planter standing beside a stack of Volunteer Durango six and one half feet high.



A four-stand gin at El Centro.

San Bernardino, Nation's Largest County.

GREATNESS AND RICHES.

SAN BERNARDINO county has passed the crucial moment in her progress, and with an unprecedented expansion of industries and advance in every enterprise that spells progress for the territory and its people, it awaits the approach of the countless hordes in 1915, with its gates wide open and visual evidences of progress and prosperity placarded throughout its length and breadth—the greatest county in size in the United States.

The crucial moment was the $1,750,000 good roads bonding proposition and in October the voters of the county met it in a mighty effort, stamping approval upon the proposal for the improvement of more than 400 miles of the county highway system. As a result good roads will be constructed to connect with those of surrounding counties, and highways will not only radiate in every direction from San Bernardino, Redlands, Colton, Ontario, Upland and other cities of the county, but far across the sections to the east—for years called the desert—but now abloom with blossomed deciduous fruit trees and the fields watered and heavy with hay and grain, will extend a 240-mile highway to Needles, where California will officially welcome the thousands of motorists who will next year come over the National Old Trails highway to the Exposition State. This newly-improved highway will be the main artery of travel overland into Southern California, and San Bernardino county is going to make of it a veritable boulevard.

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INLAND EMPIRE.

An empire in itself, San Bernardino county is rapidly increasing her resources, developing industries of importance and augmenting its fruit and agricultural acreage. In the past year the orange and lemon groves of the county yielded the greatest citrus crop in history. This is a source of that feeling of prosperity which is causing the sinking of much more capital in the planting of hundreds more acres of not only oranges, lemons and grapefruit, but apples, peaches and other fruits and olives.

The San Bernardino Valley has been the object of an expenditure of more than $1,500,000 by the Pacific Electric for a trolley connection between Los Angeles and San Bernardino and the other cities of the orange belt. This line has now been operating for several months and the whole commercial atmosphere of the city has been enlivened by it. The Pacific Electric is soon to begin the construction in this city of shops for the eastern division of the system, a site for which has already been secured. This will employ 100 men. The Santa Fe employs more than 1000 mechanics and an equal number of men in the offices and operating department.

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MOUNTAIN RESORTS.

The San Bernardino Mountain resorts, which during the past season became some of the most popular retreats for tourists and campers on the Pacific Coast, will during the coming year show a marvelous increase in number and development. The completion of the San Bernardino Mountain Crest highway, a new low-grade scenic loop through the San Bernardino range from San Bernardino to Skyland, Thousand Pines, Squirrel Inn and Pinecrest, across the south face of Strawberry Peak, winding into Bear Valley and returning through the Santa Ana Canyon, will popularize the local mountains for automobilists and others. The railroads are conducting an advertising campaign for the resorts nestled in the nooks of the hills as one of the greatest attractions in California. Travelers have termed the San Bernardino Mountain Crest drive the greatest scenic mountain loop in America.

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CITRUS CROPS.

One-third of the citrus fruit crop of California is grown in San Bernardino county, which has a total of 40,462 acres of oranges, 4465 acres of lemons and about 1000 acres of grapefruit. In the past year more than 3500 acres have been planted to citrus fruits. Ten thousand acres of citrus fruits are as yet non-bearing, but they indicate that this county's output will be increased wonderfully in the next few years. In the season just closed the county shipped 14,826 cars of oranges, 500 cars of lemons and seventy cars of grapefruit. With over 11,000 acres of apple trees planted throughout the county it ranks well in the State as an apple-producing section and in the past year the desert districts around Victorville, Oro Grande and Hesperia hundreds of acres have been set out to the fruit. Olives panding. Ten thousand acres are planted to alfalfa.

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SAN BERNARDINO.

There are 50,000 people within a radius of twelve miles of San Bernardino city. It is estimated that the population of the city is between 18,000 and 20,000 souls. San Bernardino is a distributing center for both east and west-bound traffic. Through this gateway comes much of the transcontinental freight from the East, and in this city the Santa Fe maintains a distributing depot for Southern California inland points. Here are assembled 70 per cent. of the citrus fruit trains in the State that bear the golden product to the eastern markets. The Santa Fe has invested $1,000,000 in the mammoth icing and precooling plant in this city and here most of the fruit grown in the south is prepared for shipment.

The city maintains an average building mark of $600,000 a year and this is likely to be surpassed considerably this year with the building of a $250,000 Polytechnic High School group. Contracts have been awarded and the work is well under way. The buildings are to be completed by August 1, 1915.

The Chamber of Commerce here has been reorganized on a new basis and with an active membership of more than 400 business men. Great things are expected to result. An advertising campaign has been started throughout the East.

With the announcement that the Guggenheims will enter San Bernardino county to reopen the Big Horn mine on the south slope of Old Baldy, the greatest activity in mining circles since the "old days" is expected here. This city will be the center of the business connected with the new project.

Between 300 and 500 men will be working on the property by next spring, it is announced, and the output of the Big Horn will be close to 1000 tons of ore per day, it is planned. A 100-stamp mill and cyanide process will be installed on the property.

Autoists throughout Southern California will receive with delight the announcement that the new "high-line" highway through the Santa Ana Canyon on the road to Big Bear Valley is nearing completion. The road assures motorists of an open road through to the valley for ten months in the year.

The high line will maintain an average of fifteen feet above the stream all the way from Warm Springs, which is about two and a half miles from the mouth of the Santa Ana Canyon, to the "intake."

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RIALTO-FONTANA.

Rialto, the prosperous little city just west of San Bernardino, shipped its first car of oranges in 1894. In the past season the district contributed 1800 cars to the eastern markets. Rialto has 3000 acres of producing groves and 1100 acres of orchards under 4 years of age. The gain in acreage in Rialto in the past year has been marvelous and it will continue to be one of the biggest little citrus centers in the county. This year Rialto growers were paid $900,000 for their crop. The population of the place is about 1500.

Although only two years old, Fontana is founded with a stability that few townsites of years' standing can boast. This thriving citrus district is located just to the west of Rialto and here is the nucleus of a great city. A new $18,000 schoolhouse was completed and opened at the beginning of the present school year. Several hundred acres of oranges were added to Fontana's holding during the past year. Most of the groves in this section are as yet non-bearing, but in a few years Fontana will be one of the largest producing districts in the county.

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BLOOMINGTON-DEL ROSA.

Bloomington, one of this trio of citrus-growing sections, is growing rapidly. Besides the growing of oranges and lemons, the culture of olives and the manufacture of olive oil is one of the industries identified with Bloomington. There are 4000 acres planted to oranges and 3200 are in bearing. The olive culture is confined to less than 1000 acres.

Del Rosa, on the Santa Fe's famous loop line of the valley, is the center of a prosperous section devoted to orange and deciduous culture. The section is "neath the famous Arrowhead," the mystic sign emblazoned either by the redskins or nature on the face of the mountains, and this slogan has been adopted by the Del Rosa Chamber of Commerce in its campaign of advertising. There are 860 acres of oranges and vineyards and deciduous trees in the Del Rosa district.

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CUCAMONGA-ETIWANDA.

In the west end of the county Cucamonga, one of the principal communities, dependent upon citrus and viticulture for their sustenance. The acreage both in oranges and lemons and in grapes for wine-making has been increased and the defeat of the State prohibition amendment has added considerable impetus to the industry in November and December. The Santa Fe and Pacific Electric pass through this section. Etiwanda is famous for the brand of lemons it produces and has taken prizes consecutively at the National Orange Show.

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HIGHLANDS.

The Highlands, famous for the brand of oranges grown there, have a total of 4000 acres in oranges and lemons and 2220 cars was the record for the district in the 1914 season. Olives are also grown in considerable quantity in Highland. Many new homes and other improvements have been made at Highland in 1914.

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NEEDLES.

Needles, the metropolis of the desert, headquarters of the Arizona division of the Santa Fe, is growing rapidly. Splendid homes, fine business blocks and other improvements are being made. The city is rising out of the ruins of several severe fires in the past year and will present a most commercial appearance to the thousands who will pass through, both in trains and in automobiles, to visit the exposition cities next year. At Topock, which is but a few miles from Needles, the Santa Fe Railroad has planked the Colorado River bridge, and this will be used by the autoists on the Santa Fe-Grand Canyon-Needles highway next year instead of the tedious ferry.

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REDLANDS.

With its miles of splendidly-paved streets and tree-lined boulevards, its hundreds of palatial homes with picturesque surroundings, where reside the millionaires, and its numerous beauty spots for rest and recreation, Redlands is easily one of the most beautifully located and adorned cities of San Bernardino county.

Redlands is the center of one of the largest citrus-producing districts in the orange belt and annually close to 5000 carloads of oranges, lemons and grapefruit pass out of the city for the eastern markets. Nineteen packing-houses are located in what is known as the Redlands district, giving some idea of the volume which the citrus industry reaches here.

Through Redlands run the roads which take the traveler, tourist and autoist to Forest Home, Oak Glen, Seven Oaks, Mountain Home and numerous other resorts tributary directly to the city. Yucaipa Valley, that fertile stretch of foothill soil, "where the big red apples grow," is immediately back of Redlands.

In the past few years Redlands has become a college city, a real university location, for the University of Redlands, sponsored by the Baptist denomination, has grown to such proportions since its founding in 1909 that it now employs a corps of twenty-five teachers and has enrolled more than 200 students.

Through vestibule trains will soon be operated direct from Redlands to Riverside and Los Angeles through San Bernardino over the Pacific Electric, which has already authorized $200,000 for the changing of the line between Redlands and the county seat, eliminating some of the curves and the laying of heavier steel.

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ONTARIO.

Citrus-fruit growers of the Ontario district received approximately $4,000,000 for oranges and lemons this year, while the output of Ontario's two large deciduous-fruit canneries was over 10,000,000 cans.

More than $3,000,000 was spent in the erection of new buildings in Ontario, principally dwellings, during the year. Latest census figures give the population of Ontario at close to 8000. The rapid growth of the city has necessitated the extension of the present sewer system, and for this purpose the people recently voted to bond themselves for $55,000.

More than two miles of concrete-asphaltic pavement has been built during the year on the principal thoroughfares of the city and plans are now being prepared for more than twice as much more.

Ontario factories give employment the year around to over 1000 hands and the principal factory of the Hotpoint Electric Heating Company, which is located here, has a payroll of $15,000 a week and turns out more than 1,000,000 electrically-heated appliances annually.

Through the efforts of the Ontario Chamber of Commerce, one of the livest booster organizations in California, Ontario is to be converted into one huge flower garden in which the year 1915 is expected to bring. The Chamber has offered handsome cash prizes for those who make the best showing in beautifying their grounds and parkways between the sidewalks and curbing before their property, and under the direction of a recently organized improvement association, Ontario's famous Euclid avenue, already one of the world's most beautiful boulevards is being further enhanced by the installation of sprinkling system and the planting of lawns in the parkways between the double driveway of the 200-foot-wide avenue, the plan being that eventually some ten miles long extending from one end of the city to the other.

With the opening on December 15 of the first unit of the Casa Blanca, Ontario's new and high-class quarter-million-dollar hotel, this city will be better equipped than ever before to care for the tourists which yearly visit this, the City that Charms. The hotel is owned by E. A. Parkford and C. B. Ford. Every room is connected with private bath, and there will be a ballroom, billiard-rooms, sun parlors, tennis courts and everything which will add to the comfort and enjoyment of the guests.

This year has also seen the completion of a handsome new edifice for the First Baptist Church, erected at a cost of $40,000 and the rebuilding of the Science building of the $300,000 Chaffey High School group, which is second to none in the State. The Science building was destroyed by fire last year, and was rebuilt at a cost of $50,000.

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VICTOR VALLEY.

Victor Valley, just over the mountains from Los Angeles, four hours by auto or train, is an empire larger in area and richer in possibilities than the State of Rhode Island. It is a proven district of over 200,000 acres of rich virgin soil where the climate and altitude produce apples of superior quality.

Victor Valley apples have been awarded the blue ribbon at the last two State fairs, and a number of orchards are netting over $300 per acre.

There are now about 5000 acres in orchards and thousands more will be planted this season.

This valley, lying north of the mountains and extending to Barstow and from Mirage Valley on the west to Lucerne, fifty miles to the east, is underlaid with an immense reservoir of water ranging from 100 to 200 feet in depth. Wells have been put down and pumping plants installed and it has been demonstrated that at the greatest depth water can be put on the orchards for $5 per acre per year.

There are about 3000 acres in alfalfa, yielding five tons per acre.

The principal town is Victorville, which is about the geographical center of the valley, a thriving, prosperous city in the making, with a population of 400.

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COLTON.

As the mecca of the homeseeker, Colton, the Hub City of the orange belt, is an ideal choice, and encompassed as it now is with an atmosphere of prosperity and progress, the advantages it holds out to prospective residents are numerous. Its growth in many ways of late has been remarkable and traveling men the past year have pronounced Colton the "best little business city" in Southern California. Within a twelvemonth the business section has been paved, with plans in line for much more street improvement, a fine $20,000 Methodist church erected, a dozen or so new homes built besides others for renting purposes, a second theater opened, a handsome big Seagrave auto truck for better fire protection purchased by the city, and the plant of the California-Portland Cement Company doubled to twice its capacity, all of which goes to prove the era of progress being now enjoyed. The cement plant, the backbone of the city, displayed faith in the future of Colton by increasing its size and pay roll. As the hub of the Southern Pacific, Salt Lake and Santa Fe and two lines of the Pacific Electric, Colton is a splendid offering for industrial purposes and her aim is one day to be an industrial center. In the way of public utilities Colton owns her own water and light systems and the water supply is like the climate, the best on the market. All the main denominations are represented in the churches and among events to come are the erections of new Baptist and Presbyterian houses of worship.

A Miracle.

The history of California has been one expanding miracle from the old adobe days to this present blessed hour. If the good Lord ever made a land that contains more to contribute to the happiness and prosperity

Redondo Beach's new High School, for which the citizens voted $150,000 bonds, will soon be finished. The Central grammar school had an average attendance last school year of 502, and has almost 600 now. It has fourteen classrooms. The North school, with an enrollment of 310, overreached last year's figures, which were 240. The South school, when built, will take a part of the pupils from the Central school who live in the southern part of the city. Bonds in the sum of $75,000 were recently voted for the erection of this school. The building will have ten classrooms, with a seating capacity of 450. Picnics brought over 200,000 visitors to this city last year.

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LONG BEACH.

Exhibiting the laurels conferred by the United States census, which designated this enterprising seaside city as the fastest-growing city in the country, Long Beach is prepared to show the thousands of 1915 visitors municipal achievement equalled by but few cities in the Union. A gem set in the diadem of the Pacific shore, boasting a beach unmatched in the long coastline, its citizenship pointing to civic, educational and religious institutions unsurpassed by any in Southern California, the "Queen of the Beaches" is striving towards the goal of 100,000 population in 1920. It is credited with 45,000 at present.

Six miles of strand, unbroken by rocks, on which at low tide a score of automobiles can run abreast, makes this city the Mecca of lovers of bathing and seaside pleasures. A $1,000,000 hotel, a hundred elegant apartment-houses, with a view of the Pacific, and a "Walk of a Thousand Lights" having scores of pleasure palaces and amusement contrivances, caters to the recreation-seeking people. More than $2,000,000 has been spent in the development of natural waterways in the industrial section of the city to make the Long Beach Harbor, which is connected by channel with the Los Angeles Harbor. Here are industrial plants, docks and channels which can accommodate the shipping of all Southern California if need be. The city of Long Beach has spent hundreds of thousands of dollars in the building and upkeep of municipal docks. A shipbuilding plant, which has turned out nearly $3,000,000 worth of huge steel steamships, is one of the industries of the harbor.

The city grew from a town of 2000 in 1900 to 18,000 in 1910, making a growth greater than any other city in the United States, according to the Federal census figures. And it is still growing at a pace which outstrips its neighbors in this fast-growing Southland.

Vacant lots of the city have become huge beds of roses. Thousands of rose bushes and other flowering plants have been set out around the handsome bungalows and seaside mansions, and along the great highway between Los Angeles and this city a thousand iron rose trellises, each of which will be covered with roses, have been set out. The motorists who visit Long Beach will roll along boulevards incomparable between a continuous line of roses and trees. The ocean front bluff, heretofore undeveloped, has this year been made a beauty spot by the planting of lawns and flower beds. The parks of Long Beach, and they include some of the prettiest park spots to be found in Southern California, have been enlivened and beautified by the addition of flowers and shrubs. Fifteen thousand rose plants are being set out along the twenty-mile highway to Los Angeles. Poppy and petunia seeds by the hundreds of pounds have been scattered by the roadside, to spring into being when the tide of visitors is at its flood.

Although Long Beach has a famous pier, 1800 feet long, municipally owned, the rendezvous of thousands of fishermen and the landing place of pleasure and fishing boats, another pleasure pier, erected by the city, is going up at Devil's Gate, in the eastern section of the city. This will cost $60,000, and will be constructed of reinforced concrete piling. Two more pier franchises have been awarded, one on each side of the first municipal pier. These will shortly be finished, and will have amusement concessions and contrivances to please the most fastidious. A great traffic to Catalina Island, the place of the beautiful bay of Avalon and the submarine gardens, has sprung up within the last year at Long Beach, and two large boats ply between Long Beach and Avalon daily in the season.

The municipal auditorium has, at a cost of many thousands of dollars, been reconstructed and added to, until it is now capable of handling the large conventions which Long Beach expects in 1915. This auditorium seats 3500 persons, and its lower floor is used as a picnic grounds for scores of State societies which hold their annual picnics here.

Long Beach during the past year has voted bonds in the sum of $350,000 for the laying of an adequate system of sewers, to supplement the present system, which the city has outgrown. The concern which secured the contract for this system has installed here a permanent sewer pipe factory, which is turning out hundreds of dollars' worth of sewer pipe daily. Nearly all of the sewer pipe used in the construction of the new system will be manufactured here.

At an election held last fall, the city voted to adopt a charter, which the needs of this fast-growing city demanded. This charter contemplates that the city shall be ruled by five Commissioners, one of whom shall be known as the Mayor, receiving a high salary, and these Commissioners shall be "on the job" eight hours a day and be accessible to the public. Official building records show that in the last ten years Long Beach has spent approximately $16,500,000 in building homes of the medium class and adequate business buildings. The latest building permit to be taken out is one for a $350,000 eight-story office and apartment building, which is now being erected on the corner of Ocean and Pine avenues.

Another building now being erected is the Hauerwass building, five stories and basement, going up on the corner of Broadway and Pine avenue, at a cost of $115,000. This is being constructed of steel, hollow tile and reinforced concrete. In addition to these two buildings, the structures begun or completed in 1914 include a third unit of the Edison power plant, costing $300,000; the Congregational Church, $150,000; the First Church of Christ, Scientist, $100,000; the Palace apartments, $100,000; four new grammar schools, total $90,000; Hotel Schyler, four stories, $85,000; St. Anthony's Catholic Church, $75,000, and twenty-eight apartment buildings to the value of $842,175.

In nine months of 1914, there has been $62,000 expended for garages in this city, many of them public garages. In the first ten months of 1914, 783 private dwellings, costing $808,008, have been built. During the ten months the building permits have reached the gratifying total of $1,590,000, at a time when building operations all over the country were affected by dull times. The total number of permits was 1489. The Federal government has purchased, at a cost of $40,000, a site for a $100,000 building, which will be erected here in the near future.

Chief among the scores of industries on the harbor, which represent an investment of nearly $5,000,000, is the Craig shipbuilding plant, the only large ship yard south of San Francisco. Here is a floating drydock capable of accommodating the largest ship now afloat in the coastwise trade. In this ship yard eleven large vessels, some with a length of 250 feet and a beam of fifty feet, have been built and launched. The yards are now busy on two submarines, for which the Federal government will pay $560,000. There are over 500 men at work in the ship yards.

There are established factories in and about the harbor which give employment to 1452 persons the year around. There are also two tuna canning factories, which employ hundreds during a short season. The plants have a pay roll of $103,810 in the aggregate. The voters have authorized the expenditure of $30,000 in the deepening of the harbor entrance to admit vessels of deep draft.

The assessed valuation of Long Beach in 1900 was $1,496,000. At present it is more than $30,000,000, or a gain of over $28,000,000 in fourteen years. Long Beach has twenty-five acres of highly-developed park property, the largest being Bixby Park, donated by Jotham Bixby, the "Father of Long Beach," which contains ten acres, and is situated in the heart of the city. The city recently purchased the holdings of two water companies, and now has an admirable water supply, with municipal pumping and distributing plants. Bonds to the amount of $200,000 have recently been voted for betterments of the water department. The net earnings in the fiscal year ending July 1, 1914, amounted to $92,000.

There are forty miles of paved streets here, eighteen of which are paved with sheet asphalt, twenty-two with oil macadam and seven with asphalt concrete. The street improvements of 1914 amount to over $750,000, and on a dozen more streets paving projects will be begun before February 1, 1915. Figures on the circulation of books in the city library show the increase in population. In June, 1908, 12,000 volumes were handed out. The same month this year 32,560 volumes were circulated.

Postoffice receipts show a healthy growth. The receipts from the sale of stamps in the first ten months of 1914 show that $77,993 was spent by the patrons. The same period last year $3000 less was spent in stamps. The Long Beach banks established a clearinghouse May 18, 1914. Since then the clearings have increased by leaps and bounds, showing that the amount of business is growing greatly. The daily average in the five months was $93,267. The deposits in the seven banks of the city at the last call of the Comptroller of the Currency was $7,483,855. In 1912, in November, they were $6,011,159; in the same month in 1910 the deposits totaled $3,679,111. The financial institutions of the city are as firm as a rock and are buoyed up with enormous surpluses.

The religious institutions of Long Beach are the pride of the citizens. There are forty-eight churches here, of many denominations, the church property representing an investment of $1,000,000. Every denomination is represented, and the church attendance is the largest in proportion to population of any city in the country.

The schools of the city are among the best on the continent. A Polytechnic High School, costing $250,000, and twelve grammar schools, modern in every respect, offer the best advantages. There are 226 teachers, fifty-seven of whom are in the High School. There are 1480 pupils enrolled in the High School, an increase of 240 over last year, and in the grammar schools there are 6065 pupils enrolled, counting eight kindergartens. The increase in the attendance in the grammar schools over last year amounts to nearly 1000 pupils.

Long Beach owes its growth, in a large measure, to its clean, moral atmosphere and the fact that for twelve years it has been without saloons or the quality of amusement enterprises which attract the undesirable element. In its new charter, drastic provisions against the selling of liquor have been inserted.

Santa Catalina Island.

AVALON.

DURING the past two years it has been demonstrated that Avalon cannot be effectively carried on as a desirable and attractive pleasure resort under the auspices of a city government, for the reasons, among others, that the city government has been unable to raise sufficient funds to carry on and promote the necessary amusements and attractions heretofore furnished by the Banning Company. A new movement is now on foot which is planned to better the conditions, and which will, if put into operation, create harmony among the property-owners and the floating population of Avalon. Avalon has a normal population of 600, but, during the summer season, it often fluctuates to 5000 persons. The new agreement is now in the hands of the Freeholders' Improvement Association, and it is thought it will be in operation February 1, 1915. Avalon was made an incorporated city of the sixth class on June 26, 1913, and since this change in the administration was made but little prosperity or harmony among property owners and citizens has prevailed.

There is invested in Avalon almost $2,000,000. In the past the town has supported two churches, a public library, a public school, an electric lighting system, an adequate sewer system and many other modern improvements, which many visitors to the island greatly appreciate on their arrival. For almost twenty years the Santa Catalina Island Company has furnished, free, a band of not less than thirty pieces and for a period of thirteen weeks. It is estimated that over 100,000 visit the quaint little town of Avalon annually. Many of its visitors are well-known sportsmen who travel thousands of miles to hunt the game fish, with rod and reel, around the Channel Islands, but principally Santa Catalina Island.

Good accommodations at reasonable rates can be secured by visitors, while the trip from San Pedro to Avalon—a distance of twenty-seven miles—can be made on large ocean-going steamers. A principal feature of a visit to the "Magic Isle" is that the channel intervening for almost 300 days in the year is almost as smooth as a lake. Upon arrival it is an interesting study to watch the different specimens of fish kept in captivity in a salt water aquarium and also for visitors to take a trip over the submarine gardens in the glass-bottomed boats. Here can be viewed several hundred different varieties of fish and ninety different varieties of submarine vegetation.

The proposed new agreement among the property owners plans to give over the entire city to the conduct of the property owners, while the Santa Catalina Island Company will furnish money for maintaining a band, cleaning, lighting and repairing the streets, so that Avalon will once more be listed among the first-class pleasure resorts of Southern California, and factional politics in city government will be discontinued.

Antelope Valley.

HALF A MILE HIGH.

ANTELOPE VALLEY, seventy-eight miles from Los Angeles, at an elevation of 2297 to 2821 feet, and with 4000 inhabitants, is on the main line of the Southern Pacific's valley route to San Francisco. It has representative organizations of Masons and other secret societies and different church denominations. Lancaster, the chief town of the valley, has a population of 600 and boasts of having more automobiles than any other town of its size in the State. The Southern Pacific's business transacted at this station alone amounts to no less than $75,000 a year. A $20,000 grammar school was constructed during the summer, and bonds for erecting a $30,000 high school were recently voted by the people. Throughout the valley are many thriving little towns, and teaching all courses. Distributing stations for two large oil corporations are also located in this thriving little town. Two banks, housed in elegant quarters, show clearings denoting a prosperous community. A branch of the county free library distributing hundreds of volumes of reading matter is taken advantage of by the residents. Electric energy is available for lighting and power purposes throughout the valley.

This half-a-mile-high valley, surrounded by mountain ranges, has proven attractive to the homeseekers, not only because it is a land where industry is richly rewarded, but also because it is a land of sunshine and cool nights, visited daily by refreshing sea breezes from the west; a land free from blizzards and hurricanes and excessive heat and cold. It has an inexhaustible water supply tapped by artesian wells.

The apple, peach, plum, nectarine, grape, almond and pear thrive and bear prolifically. More than 300,000 fruit trees were planted last season.

In the famous fruit belt of Littlerock, ten miles east of Palmdale, hundreds of tons of the world's choice pears are some of the rich returns with which that fertile region is rewarding the skillful, industrious hand of husbandry. In all, there are about 125 acres of bearing pear orchards, yielding 450 tons, or thirty carloads of fruit, the vast bulk of which is A1 quality, an average of nearly four tons per acre, a $30,000 crop, and in this connection it should be stated that many of the orchards are young, and when fully matured the average yield, it is claimed, will be ten or twelve tons to the acre. While the industry is still in its infancy, the rich returns of today give an idea as to what the golden future holds in store.

The apple crop is another of the valley's leading products. This year's harvest consisted of about 50,000 boxes of the most luscious fruit.

A profitable manner in which the uncultivated lands of the veritable empire may be reclaimed is being proven on the Mizretani ranch, where a large acreage is devoted to the growing of beans, and from all indications the project will be a successful one, as land planted to that crop, properly irrigated and cared for, made the wonderful showing of seventeen sacks per acre.

Honey is also a product that is rapidly becoming one of the foremost of this section of the county. There are twenty-seven apiaries, including 5000 stands of bees, being operated in the foothill regions. The output for the past season amounted to 100 tons of finely-flavored honey.

Alfalfa, the king of many farming districts, grows in abundance here; 600 acres, of which 2000 acres were seeded within the past twelve months, produces approximately 51,000 tons of hay annually. There is also a large annual output of wheat, oats and barley hay. These products are raised mostly in the west end of the valley, where dry farming is practiced. From a recent report of the horticultural inspector, the fact is gleaned that about 20,000 sacks of grain, besides 5000 tons of grain hay, were harvested this season. Fresh strawberries and green vegetables thrive in this climate. Antelope Valley is the home of the almond. A crop amounting to $50,000 was gathered during the season just closed. The absence of fogs makes this an excellent place for raising turkeys, 20,000 pounds being shipped for the last Thanksgiving trade.

Farmer's Rain Gauge.

A rain gauge sufficiently accurate for almost all purposes on a ranch can be inexpensively made with a lard bucket, a tin can and piece of lath. The lard bucket, preferably a "ten-pound" one, is set up at some place where it will be fully exposed to the rain. For the smaller can one of a diameter of the "10-cent milk" size or less is desirable. Suppose that the diameter of the top of the lard bucket is 7.25 inches and that of the small can 2.25 inches. The ratio of their areas is as the squares of their diameters, or 10.38, or for convenience, 10.4.

Plane a lath twelve inches long so as to get one straight edge. From one end of the straight edge measure off 10.4 inches. Divide that length into ten equal parts and each of these into five minor equal parts. Mark the ten parts 10, 20, 30, 40, etc. When there is a rain empty the contents of the bucket and measure with the marked lath the depth of water in the small can. If the depth reaches from the zero end of the lath to the number 30 there has been a precipitation of thirty hundredths or three-tenths inch. The minor divisions represent two hundredths. If the depth reaches the first minor division above the number 60 there has been a fall of sixty-two hundredths.

A convenient method of keeping the season's record would be to rule and fill out a blank something like this:

RAINFALL RECORD.

Dawson Ranch, Winchester, Cal.

Date	For Day, Inches	For Season, Inches
Nov. 17	.22	.22

Riverside County, Great Orange Center.

NATURE'S FAVORITE.

THE twin goddesses of Prosperity and Happiness, under whose kindly reign all Southern California has become the land of Heart's Desire, have withheld none of their favors from the county of Riverside. It is doubtful if any of the sister counties can today offer quite so wide a range of scenic beauty, of desirable soil and climatic conditions, or of investment opportunities. Although counted among California's lesser counties, geographically, Riverside has nevertheless almost the area of the State of Massachusetts and stretches from the Arizona border to a point only nine miles from the ocean shore. From every corner of this wide stretch of hill and valley, reclaimed desert and longer cultivated orchard districts, come enthusiastic bulletins of recent progress and confident predictions of even greater gains through the coming year.

The county fair, held in October, again afforded an opportunity for stock taking. Exhibits from every county district far surpassed in amount, variety and quality the showing of a year ago. A splendid tract of 40 acres, scarcely a mile from the business center of Riverside, has been secured as a permanent home for this annual fair.

* * *

CROP STATISTICS.

This rapid development of the county's many agricultural and horticultural interests is strikingly shown in the latest official statement by D. D. Sharp, County Horticultural Commissioner.

	Acres bearing.
Alfalfa	25,000
Oranges	17,492
Apricots	1,995
Lemons	2,478
Apples	498
Grapes (table)	2,639
Peaches	987
Almonds	818
Olives	1,203
Walnuts	304
Pears	235
Prunes	318
Cherries	25
Dates	1150 trees

* * *

GOOD ROADS.

Riverside county marches well to the front in the good roads column. Under a recently-voted bond issue of $1,125,000, construction work is under way at several points, and the county's already excellent highway system will shortly be extended to the most remote of the county towns. The adjacent counties are all now definitely committed to systematic highway building, and many of the Riverside county boulevards thus become links in a far-reaching touring circuit over which eastern strangers by the thousand will pass in 1915. In anticipation of this flood of travel which the exposition year will bring, Riverside county is busily preparing to make every visitor welcome and to provide him with every facility for sightseeing or for an intelligent study of the many lines of commercial or agricultural activity in which he may invest with assurance of satisfaction and profit. No spectacular celebrations are being planned for his momentary diversion, but throughout the year every county town will stand ready to make it worth the stranger's while to "come and see."

* * *

RIVERSIDE.

Riverside city, the county seat, clings tenaciously to its position as the largest of the orange-growing centers, but reports, in addition to the usual yearly increase in its foothill citrus acreage, extensive plantings of pears and peaches, walnuts and alfalfa, on the bottom lands.

The domestic water supply has passed into the direct control of the city, and over $300,000 has been expended in enlarging the service mains and carrying them into new districts, opening up some exceptional residence sections. Riverside's reputation as a city physically, politically, morally clean has attracted many new families, and the building permits for the season have easily maintained the $600,000 average of recent years. Extensive additions to the Glenwood Mission Inn, including a notable art gallery and museum hall, have increased the charm of the house for the tourist guest.

No city in the United States has a more beautiful or elaborate civic center than Riverside. Planned several years ago by public-spirited citizens, it has developed along consistent and harmonious architectural lines. The Glenwood Mission Inn, the beautiful new Congregational Church, library and other modern buildings constitute a group that cannot be duplicated by many cities several times as large as Riverside. The mission type of lighting fixtures have been effectively used to carry out the general plan of a city beautiful. Although Riverside has accomplished so much in building a great civic center the work has not yet stopped. A new City Hall and other buildings are projected which will add materially to the general appearance.

The Pacific Electric Railway Company has practically completed arrangements for placing this city a dozen miles nearer Los Angeles via trolley by splitting the two-car trains bound for San Bernardino, at Rialto, and routing one car direct to Riverside over the road of the Crescent City Railway! Company by way of Crestmore. On the return to Los Angeles the cars will be recoupled Rialto.

This arrangement will place the city on a par with San Bernardino as regards running time, which will be cut to two hours and fifteen minutes. The Pacific Electric has for some time been operating a local service over the tracks of the Crescent City Company between this city and Rialto by way of the plant of the Southern California Cement Company.

The Riverside Chamber of Commerce will lend its aid to the efforts being made by the Cabrillo Club of San Diego to induce the Santa Fe Railway Company to rebuild its road through the Temecula Canyon, connecting Temecula with Fallbrook, and thus giving San Diego direct connection by rail with Riverside and its rich back country.

Extensions of the school system keep pace with the growth in population. One new kindergarten and two new grade schools, together with much equipment for grammar and high school plants, are reported for the year just closed.

Business conditions in every line have been normal throughout the year.

* * *

ARLINGTON—HIGHGROVE.

Four wide-awake suburbs of Riverside have contributed to and shared in its prosperity. The poultry interests of Arlington are steadily on the increase, the egg production for any given period closely approximating the Petaluma output. Heavy walnut plantings and a notable expansion of the alfalfa and dairy industries also deserve mention.

Highgrove features oranges and is justly proud of the market record of its fruit. The recent installation of a complete street-lighting system proves the town to be wide awake and ambitious.

Glenavon is the premier diversified crop district of the county, claiming over sixty different commercial products.

West Riverside excels in gardening and boasts an excellent foothill belt of citrus groves. It is at the northern edge of this West Riverside district, at Crestmore, that the Riverside Portland Cement Company maintains its $20,000,000, 6000-barrel-per-day plant.

* * *

ELSINORE.

This thriving city claims exclusive title to the only natural lake of any size in Southern California, Lake Elsinore, a beautiful body of water, set deep in a mountain-walled basin many miles across. The gentle-sloping border lands are wonderfully fertile. Apricots, walnuts and olives bring handsome returns. Water is at hand in abundance, and the more nearly level stretches are being transformed into vast fields of alfalfa. Hot springs of rare curative power have given Elsinore considerable fame as a health resort, while the beauty of the city's setting and the hunting and boating opportunities afforded by the lake are proving decidedly attractive to many a homeseeker.

* * *

CORONA.

With rapidly-growing population, efficient administration and extensive resources, Corona's development in 1914 exceeded that of any previous year. In 1914 the city built through its main street one of the finest paved boulevards in Southern California.

Corona's automobile race track is famous all over the country. The latest meet, last November, resulted in wholesale shattering of world's records and a gathering of more than 100,000 people. Corona is the second largest city in Riverside county, and for years has been the largest lemon-shipping point in the United States. With more than 6000 acres of high-class citrus groves, several thousand acres of alfalfa and a surrounding territory of exceptional beauty and fertility, Corona promises to continue to grow even faster in the future than in the past.

* * *

PERRIS VALLEY.

The Perris Valley is one of the most fertile valleys in the State, producing the whole wide range of crops possible in this favored agricultural region. Like a table it is level. And still like a table, and a holiday table at that, it boasts an array of goodies, the most bountiful and the most varied upon which the eye can feast. The elevation of Perris Valley averages 1400 feet. It has a very satisfactory drain to the south and southwest.

Nature designed it for fruit, farming and dairy uses. It has been nature's wash basin for hundreds of thousands of years, the vast sink gradually filling up to a level with the decomposed granite, vegetable humus and pure silt, pouring down from the mountains throughout the ages.

The climate, while invigorating, partakes of the semi-tropic in its character. Palms, figs, olives, walnuts, nectarines, peaches, apricots, pears, raisin and wine grapes grow vigorously and produce generously. Its live stock excels. It is said that two acres of alfalfa will care for three cows the entire year, and that each good cow yields a revenue from $75 to $125 annually. The milk is rich in butter fat. Many farmers prefer to feed their alfalfa to cows, claiming that alfalfa so fed returns a revenue netting not less than $20 to $22 per ton.

It is a famous turkey and poultry district, Los Angeles markets being available in two hours and a half or less. It is said of one 100-acre ranch in the valley that a single cutting of alfalfa netted the farmer $3300—an average of $33 per acre. Up to a few years ago most of the cultivation was done by large grain ranchers, with some scattering individual settlers. The valley was brought into unusual prominence by the completion two years ago of a vast concrete reservoir to retain the waters in a saddle of the hills at the east end of the valley. This reservoir supplied abundant water for irrigation to the farmers and fruit growers of Orange Vista, being operated through an extensive irrigation system of steel mains.

* * *

PALO VERDE VALLEY.

Following the formation of a levee district in the Palo Verde Valley last July, effective measures have been taken to entirely check any further overflow of this land by the Colorado River. While the area now under cultivation is about 20,000 acres, the levee protection now completed will enable the owners of 70,000 acres additional lands to begin development. Many of them have already done so. The 2500 bales of cotton raised in this valley on approximately 2000 acres during the past year has removed this product from the experimental field. The alfalfa lands have been increased from six to ten thousand acres.

Four caterpillars now connect Blythe, the business center of the valley with the Santa Fe Railroad, forty miles away. These machines have greatly simplified the transportation problem and enable the cotton growers to get their product to the railroad at a minimum cost. The formation of a union high school district, the passing of the Blythe postoffice from fourth to third class, and the establishment of daily auto and caterpillar transportation with the railroad are all indications of the growth of the district. Preliminary survey work has been completed on a railroad to connect Blythe with Blythe Junction on the Santa Fe.

* * *

BANNING.

Banning has made the largest growth in its history in the past year, in spite of the financial depression in the country at large. The reason is found in the fact that this city required certain conveniences and improvements at once in order to have the commerce of the community carried on properly. First of the large improvements of the year was a substantial addition to the Banning cannery, which is now one of the largest fruit canneries in the southern part of the State. The Cured Fruit Association, composed of local fruit growers, has built a large and modern packing plant and warehouse and opened it for the first time on July 1. The Odd Fellows Lodge has erected a modern hall and business block at a cost of $15,000. A High School has been built at a cost of $20,000. About twenty residences have been built.

* * *

BEAUMONT.

Beaumont, one of the leading fruit centers of the central part of Riverside county, has made remarkable growth during the year. A half-dozen modern fireproof business blocks have been built, and about fifteen residences have been constructed, several of the latter being costly and all modern in architectural style. A fruit-packing house has been opened to properly care for the increasing output of apples. Great progress has been noted in the acreage planted to cherries a: l apples in the Beaumont Valley. The city has secured electricity for lighting and power during the last six months. A boulevard has just been completed connecting Redlands and Beaumont.

* * *

HEMET.

This beautiful foothill city, in the historic San Jacinto Valley, has maintained its record for one of the solid cities of Southern California this year. It has advanced steadily in the line of building and orchard planting. The cannery at Hemet has turned out a record-breaking amount of deciduous fruit this year. The orange industry has been a strong factor for prosperity, and the present winter promises to eclipse all previous efforts in that line.

* * *

SAN JACINTO.

San Jacinto is one of the older cities of Riverside county, and it is young in spirit. The settlers who have tilled its lands during the past year have reaped rich rewards. Its alfalfa fields have become far-famed for their paying qualities. Dairying and stock-raising is carried on extensively, and in the near-by hills are found the picturesque herds of the Spanish cattle men, the last of that great industry which once was of such great importance in Southern California. The city is to be connected this year by a boulevard with Riverside and Los Angeles.

Remember Los Angeles.

The thousands of eastern visitors journeying to the Panama-Pacific Exposition in San Francisco will visit Los Angeles this winter. We are ready to greet them with a cordial handshake and a kindly welcome.

Water, Water Everywhere.

It's wonderful how much water we have developed and applied to formerly dry lands in the great Southwest. It is yet more wonderful what vast reservoirs remain still untapped and unapplied in our one-time desert sections.

Though California, Arizona and New Mexico have bluer and more cloudless skies than any other part of the United States, they are turning out to be the best watered lands on the face of the earth. Only the water is mostly underground instead of overhead. As a consequence the water is completely under the control of the user and so renders him independent of both floods and droughts. Through the beneficence of the Creator and the ingenuity of man these States are thus able to produce the maximum in fertility at a minimum of loss.

For many years the fact that the great Colorado Desert lay below the level of the inexhaustible Colorado River failed to impress the pioneer with the limitless productive possibilities of that empty region. But the day of enlightenment came, and the Imperial Valley has developed into an agricultural treasure trove to make it the eighth wonder of the world.

So from Antelope Valley to the Mojave River another extensive area of fertile land overlies a reservoir of subterranean water, filled by the seepage from a range of mountains abounding in perennial watersheds. This water, too, is being brought to the surface with engines and pumps and before long a great cattle-raising district will be here added to the numberless resources of Southern California.

Parties of experienced engineers are searching for mountain-top reservoir sites where the snows from a hundred peaks may be impounded and used for irrigating rich mesa lands, thus adding to the acreage in citrus fruits. The advance made in New Mexico and Arizona by the constant tapping of subterranean reservoirs and the impounding of mountain streams is equally astonishing. These two largely desert sections are fast becoming the cattle centers of the United States. This last month over a million dollars worth of meat has been supplied to the butchers of Los Angeles alone from these two States, just starting on their productive career.

Orange County Leads in Farm Success.

MILES OF GOOD ROADS.

ALTHOUGH Orange county's products in the last year brought in $32,765,000, its most notable advancement in the last year was in the building of good roads. From a county of mediocre dirt roads, it has taken place among the first in paved roads in proportion to its mileage.

From its $1,270,000 bonds, by which it was planned to build 110 miles of county highway, sixty-five miles are completed, and the remainder is under contract and being rushed to completion for use during exposition year, just as fast as good construction will allow.

In addition to the county's activity in road building, the State has done a large proportion of its work upon forty-five miles of State highway that traverses the county from north to south. It is this road that will be used by thousands of automobilists during 1915. In October the paving was completed from Santa Ana to Anaheim, and later from Anaheim to the north county line near Whittier. Both State and county work jointly to make travel to the San Diego exposition through Orange county easy and delightful.

Good roads work has been almost a slogan during 1914. Communities took it up, and sections joined in the forward movement. An improvement district was formed for building five miles of paved road from La Habra to Brea. The contract price is $89,000. Between Anaheim and Fullerton property owners got together and taxed themselves to pave the road full width instead of a strip down the center only.

Looking to the building of a pleasure thoroughfare to the great oak groves at the county park in Santiago canyon, part of that road was paved. A short-end road has been built from Olinda over the hills to Chino.

Work was started on the Coast Boulevard. Energetic work by citizens of Seal Beach, Sunset Beach, Huntington Beach and Newport Beach resulted in securing a right of way for a boulevard connecting those splendid beach resorts, and part of the new project has already been put down in concrete and asphalt.

* * *

BEAUTIFICATION.

While building for ease in travel the county is also preparing to beautify its highways. With more automobiles per capita than any other county in the State, projects of permanecy meet with quick approval. For beautification, the Board of Supervisors appointed a County Board of Forestry. In July the forestry board established a county nursery, the first in the State, and by December it had 50,000 ornamental trees established. Part of these were bought rooted, and in January, 1915, the planting of Arizona cypress, deodars, live oaks, Jerusalem pines, the most attractive of the acacias and eucalyptus will be started along forty miles of county roads.

On the County Farm at West Orange a handsome $60,000 County Hospital was opened in September. While the county is blessed in that it has but a few indigent poor, those few have the best of care in cottages on the farm.

All of these improvements are being carried on with a tax rate among the lowest in the State. The county's rate of $1.20 inside incorporated cities and $1.45 outside incorporated cities is fifth from the lowest in California. So rapidly has Orange county developed, its assessment has gone up in recent years at about $5,000,000 per year, now reaching $53,000,000.

* * *

BIG CROP RETURNS.

This was one of the greatest years in the history of a county famed for its diversified products. Crops were good, as usual. Traffic representatives of the various railroads reported to the public press that in the last year the county's shipments brought in $32,765,000, which is about seventy per cent. of the assessed valuation of the county.

Of that $32,765,000 about $25,000,000 was produced by seven industries—oil, sugar beets, beans, oranges, walnuts, refined sugar and poultry. The greatest of these is oil. In twelve months the annual income from oil jumped from $8,000,000 to $11,000,000. One well alone, that of the Standard Oil Company, brought in near Buena Park last winter, is flowing 10,000 barrels a day, making it the greatest well known to the oil industry.

Five great sugar factories, two at Santa Ana, one at Anaheim, one at Los Alamitos, one at Huntington Beach, paid the growers $2,500,000 for their beets and made sugar from them worth $5,000,000. The 27,000 acres set to beans, largely Lima beans, bore the heaviest crop in the annals of the bean here, and the prices paid were far better than the average. Walnuts are one of the steadiest income-makers.

Lemons brought in $550,000; celery, $300,000; sweet potatoes, $135,000; chile peppers, $250,000; tomatoes, $60,000; hay and grain, $800,000; Irish potatoes, $600,000; dairy products, $150,000; berries, $40,000. Other products in a country where any crop that grows in the State will grow, brought in their share of wealth.

* * *

PUMPING PLANTS.

Pumping plants that bring forth from the earth streams of water have had a big share in the turning of lands to better uses. In the last year several dozen of those plants have put several hundred acres under irrigation. While a large part of the first settled portion of the county has a splendid gravity flow for irrigation, the irrigated area is no longer confined to the sections covered by gravity water. The pumping plants have spread the area of orchards from the foothills down to the ocean, for in the last year oranges and lemons have been planted within a mile and a half of Newport Beach.

Orange county, adjoining San Diego county, has taken a great interest in the coming exposition, and in joining in the Southern California Expositions Commission with six other Southern California counties its products are to be displayed. In bettering its roads for automobile traffic and in beautifying its highways, special preparation has been made to receive the great host of 1915 visitors.

* * *

SANTA ANA.

County seat of a county that knows no bad years, Santa Ana stepped rapidly ahead in 1914, in substantial growth in building and population. At a cost of about $300,000, property owners paved eighteen miles of streets. Permits for 270 new residences were issued, building permits for the year being $700,000. School enrollment has gone up from 1756 in 1910 to 2470 in 1914, and using those figures as an estimate, the population has increased in that time from 9500 to 13,500. With the high school students occupying a handsome new $200,000 polytechnic high school, the conditions in school work were never better. A fine $55,000 church was finished this year by the First Baptist church, adding another splendid edifice to this city of churches. With this city on the main road between Los Angeles and San Diego, the Chamber of Commerce set about to enhance the beauty of the streets. Ten thousand red geraniums were grown and distributed, to be planted in parkings. The city government has added an auto truck fire engine to its fire-fighting apparatus, and has let contracts to install much additional machinery at its municipal waterworks, one of the most successful municipally-owned properties in the State.

* * *

ORANGE AND VICINITY.

With a fine new $45,000 grammar school buildings, bonds sold for a $10,000 concrete bridge across the Santiago Creek, over $200,000 in building permits, excellent crops from orchard and field, Orange has found 1914 a good year. County good roads were built this year, touching the city on three sides. Packing-houses have been busy with a fine crop of oranges and lemons. One of the notable additions of the year was the Smith-Grote building, containing a theater, stores, offices and a splendid set of clubrooms for the Orange Commercial Club, an energetic, live organization, composed of business men, orchardists and other boosters and congenial men.

Villa Park, a fruit-growing and vegetable-growing section, where frost never comes, has growers' associations operating new orange and lemon packing-houses. Winter vegetables from this section brought in $62,150 in the last season.

El Modena and Olive, also in the frostless belt, made splendid progress in bringing in new orchards. Two growers' co-operative associations were formed at Olive to build new packing-houses. The McPherson Heights Citrus Growers' Association, in a thriving community, handled 75 per cent. more fruit in 1914 than it did in 1913, and will have 235 carloads in 1915.

* * *

TUSTIN—SAN JUAN CAPISTRANO.

New orchards this year increased Tustin's output of fine oranges and lemons. Lemon Heights is converted into the finest scenic drive in the section, by many said to be the finest in Southern California. Irvine shipped the heaviest lima bean crop in its history.

With good hay, grain and bean crops and fine walnuts, San Juan Capistrano, where the old Franciscan mission is located, found 1915 a prosperous year. El Toro shipped more grain than any other point in Southern California.

The youngest cities of the county, Placentia, Brea and Stanton, made excellent growth. Placentia is doing lots of street work. A paved road costing $90,000 is being built between Brea and La Habra, in the midst of splendid orchards. Yorba Linda has quieted its water rights and is going ahead rapidly. Buena Park has a decided impetus in advancement. A new bank, a weekly paper and paved highway are among its achievements.

Westminster, Smeltzer and Talbert, in the finest sugar beet section on earth, raised fine crops of beets, lima beans and celery.

* * *

GARDEN GROVE.

With a sandy loam soil, pumping plants and an ideal climate for the crop, Garden Grove this year jumped into place as center of the greatest chile-pepper section in America. Over 1600 acres set to the hot stuff produced $250,000. Measured in dollars, some other shipments from this place are: Walnuts, $150,000; beans, $145,000; sugar beets, $300,000; potatoes, $45,000; cabbage, $30,000; apricots, $15,000; miscellaneous products, including eggs and poultry, $50,000.

* * *

HUNTINGTON BEACH.

This year Huntington Beach completed its $70,000 concrete pier, the best of its kind on the Coast. With streets being paved, a sewer system being installed and growing popularity as a summer resort, this place has advanced steadily. Building and business have been good. Several streets have been paved. The Pacific Oilcloth and Linoleum Company began making oilcloth in October, and a great industry, destined to employ no less than 200 men, is now well established. A $10,000 Carnegie library was completed. The Holly Sugar Company had a successful campaign.

* * *

NEWPORT—BALBOA.

Buildings running well over $100,000 were put up this year in Newport Beach, which, as an incorporated city, includes Balboa, East Newport and West Newport. Newport Bay has continued to be a great attraction to lovers of boating. With energetic work by the harbor boosters, it seems certain that within a year $100,000 will be voted to build a jetty to give safe entrance to the best land-locked natural harbor in this section of the coast. Government aid in this great project is assured shortly. Much street work has been done. The road to meet the paved highway from Santa Ana is put into first-class shape. The near-by farming country is turning rapidly to orchards.

* * *

ANAHEIM.

The city of Anaheim, known as the "Mother Colony" city, has kept in the line of progress during the past year. Nothing emphasizes the development, progress and prosperity of a city so much as the splendid system of paved streets, and there is no city of equal size in the State that is forging ahead more in this respect than Anaheim.

This city has already six miles of paved streets; three and a half miles of this has been completed during the past year, and includes 789,028,980 square feet, which cost $121,110.96.

The building permits for the past ten months amount to $116,650, and include a beautiful and modern building for the German-American Bank in the heart of the city, the Fisher business block on West Center street, the Spoerl-Muckenthaler Block on West Center, the Yungbluth building, the Duckworth business house and the Matthews business building. Aside from the numerous business houses and blocks which have been erected, many residences are also included in the building activities.

The most important movement along the line of progress which the city has in view for the near future is the erection of a new City Hall on the corner of Center and Claudina streets. It will be built in accordance with the plans submitted by Architect Durfee, and will cost $30,000. When completed, it is said, it will be one of the finest and most convenient municipal buildings in the Southland.

The total assessed valuation of Anaheim is $2,214,130, and includes operative and non-operative property, but does not include exemptions. A feature which perhaps few cities may boast is that Anaheim has had no delinquent taxes for the past five years.

* * *

FULLERTON.

Fullerton has made rapid growth during the past year. Estimating only three persons to each voter would give this city a population of over 4000. The assessed valuation here in 1910 was $1,470,446, while today it is $3,172,855. In 1910 there were only 349 water connections in the city; at this date, November 14, there are 700. In 1910 the enrollment in the Fullerton Union High School was 126; it is now nearly 325. The total number of carloads of fruits, vegetables, walnuts, etc., shipped from January 1 of this year up to November 14 was 1177. Included in this year's shipments were oranges, 909 cars; tomatoes, 76 cars; walnuts, 66 cars. More than a year ago the receipts at the postoffice jumped to $12,000 a year, giving this city free city delivery April 1 of this year.

Building permits also show an increase here every year. This city recently completed its municipal water system at a cost of about $85,000; sewers, $66,000; grammar school, $80,000; city street paving, $150,000. Its High School and junior college plant cost $300,000. The city is well lighted. Fullerton now has twenty-one passenger trains daily between this place and Los Angeles, and it is reported that both the Pacific Electric and Salt Lake roads may build here within a year or eighteen months.

Gas for both lighting and domestic purposes now comes direct from oil wells in the Fullerton fields, the change having been made in 1914. The natural gas now used reduces the expense over the old system more than one-half.

* * *

SEAL BEACH—SUNSET BEACH.

Seal Beach and Sunset Beach have made wonderful improvements, and, located on the coast boulevard nearest the Los Angeles county line, they are favorite beaches. Seal Beach has a new $100,000 bath-house and plunge. Picturesque Laguna Beach is now connected with a paved road to the State highway at Irvine.

* * *

FULLERTON OIL FIELDS.

Development work has been pushed in all parts of the Fullerton field during the year, and all the old wells, hundreds in number, are still pumped day and night. While a few men have been let out on two leases additional men have been employed on other leases. During the past year many men from other fields have been given positions here in various parts of the Fullerton field. Many new wells have been started in the field north of Placentia, about five miles northeast of Fullerton. Several new wells have also been brought in in that territory, two or three of the number proving to be gushers. Four or five new wells have been started in the Yorba Linda section and two new ones are being drilled near Yorba.

Development work is also rushed in the Brea Canyon, Brea, Olinda, on the Emery and other leases, also on the McComber ranch, northwest of Fullerton. This year the Standard Oil Company brought in two new wells within the city limits of Fullerton, one proving to be a good producer. Other wells will be drilled in the city during the coming year, and two or three holes will also be put down on the Reeves ranch, near Northam station, by eastern capitalists. The local gas company (the Southern Counties Gas Company) has just connected its main line distributing pipes with the great gas well of the Standard on the Emery lease and Fullerton, Anaheim, Orange, Santa Ana and other places are now supplied with natural gas from that well, which has an output large enough to supply a city of 50,000 or 100,000 population. The monthly output of the Fullerton-Whittier fields is 1,250,000 barrels; wells now drilling, 75; producing, 525; rigs finished for new wells, 5.

A Look Forward.

[Pasadena Star:] The leading peach-grower of Georgia and a fruit man of acknowledged expertness predicts that by the end of the present decade California will be producing 100,000 carloads of citrus fruit annually, worth more than $90,000,000. That is, providing the same scientific methods are employed in future by citrus growers as are used now in cultivating trees, caring for the crop and putting it on the market.

This prophecy may be a bit too generous in its figures. But there are strong indications that the area planted to citrus groves will be greatly increased within the next few years, particularly here in Southern California, and that betterment in methods of caring for orchards will increase appreciably the quantity and the quality of fruit grown.

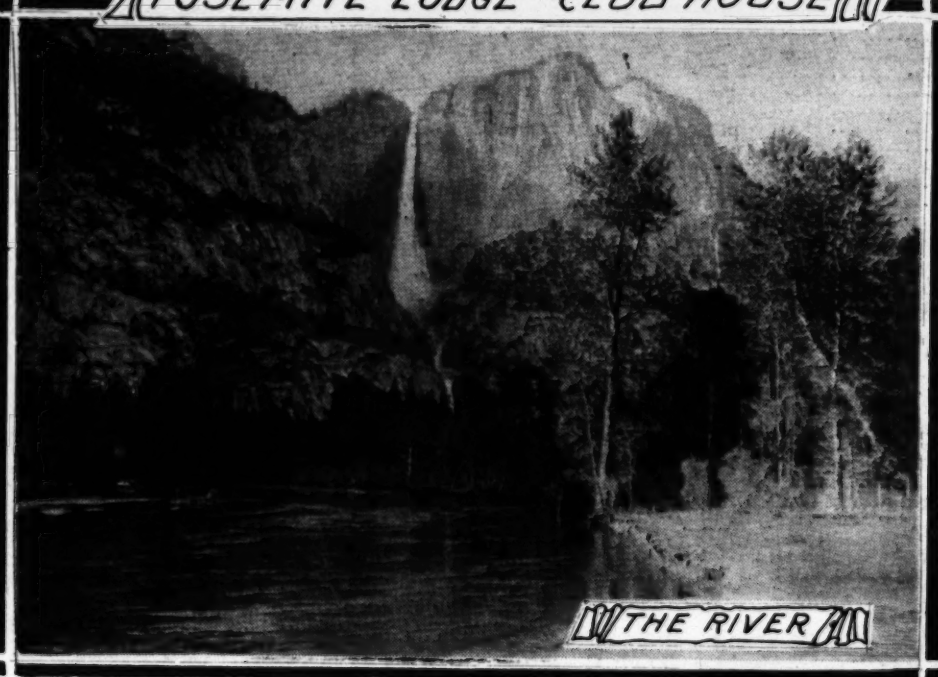
One of the Growing Towns.

[Santa Ana Bulletin:] Seven years ago Garden Grove was a cross-roads store and postoffice. It is different now. Practically every ordinary store and shop generally found in a small city is numbered among Garden Grove's business houses. The community has a fine schoolhouse with eight teachers, four churches, a Y.M.C.A. building, electric lights, a good domestic water system, telephone, gas and a population of perhaps 950. Whoever named that locality must have had an insight into the future for gardens and groves abound and unmistakably characterize that whole section.

ROUNDINGS OF YOSEMITE LODGE

YOSEMITE LODGE CLUB HOUSE

RE LOVERS PARADISE



THE RIVER

n Yosemite National Park

oimming Pool, Dancing Pavilion, Bowling Alleys.
ublic about May 1st, 1915.

ersion of American tourists wonderful resorts of Amer- as granted a concession for e in Yosemite National Park ossible for tourists to follow

merica First"

fer the hardships of pioneer-

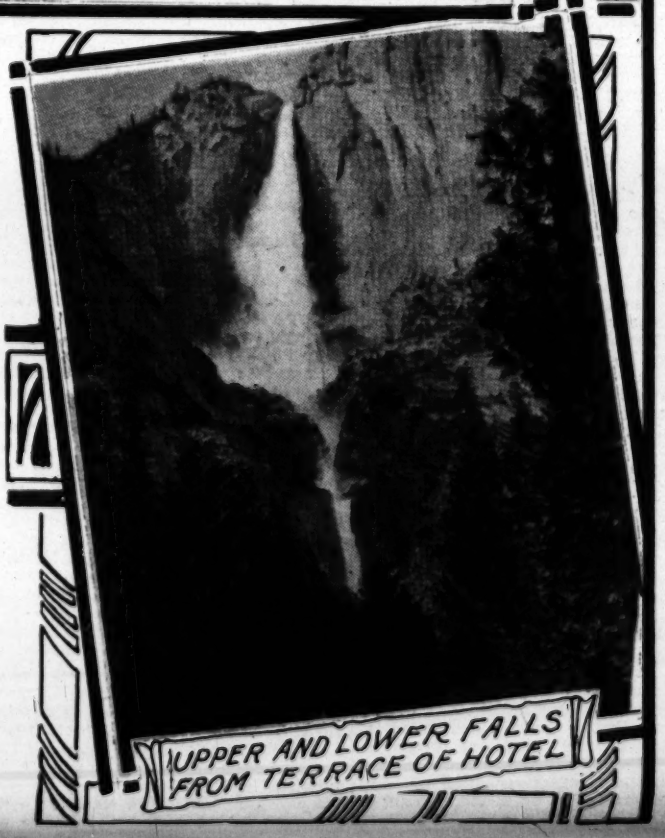
ottages pictured on this page in front of the Yosemite quipped with every modern acrificing any of the "rustic" which are demanded by the

people who would patronize such a place.

Practically every great point of interest in the Yosemite will be in view from the terrace in front of the clubhouse and tourists will have a choice of individual rooms in the lodge or can secure a cottage of one, two, three or four rooms outside of the lodge that will secure entire freedom in the mode of living a family would desire when on a prolonged outing. It is the plan of the promoters to keep the lodge open the entire year.

Full information regarding reservations, special accommodations and rates can be had upon application to

JOHN F. SULLIVAN
518 I. N. Van Nuys Building,
Los Angeles, Cal.



UPPER AND LOWER FALLS FROM TERRACE OF HOTEL

Los Angeles Times—Part III.

Annual Midwinter Number

32 PAGES. JANUARY 1, 1915. PRICE 10 CENTS.

Production—Development.

WONDERFUL PICTURESQUE SURRO

YOSEMITE LODGE COTTAGES

HALF DOME

A NATURE LOVE

VIEW OF UPPER FALLS FROM HOTEL

Ideal Hotel Conditions in Y

Club House, Music Room, Cottages, Swimming

To be opened to the public abo

For the first time in its history the world-famed Yosemite National Park will be conducted on a plan that will attract to it people who, while they love the wonders of nature to be found there, also demand hotel and living accommodations that will, in a measure, equal those offered at similar resorts throughout the European continent.

The Department of the Interior, under which the national parks of the United States are conducted, made a wise choice when it selected as General Superintendent of National Parks, Mr. Mark Daniels of San Francisco, who is so eminently fitted to bring out the best features of these great reservations and make them accessible to the traveling public.

In line with his plan, which has for its primary object the diversion of A from Europe to the wonderful ica, the department has granted a hotel and clubhouse in Yosem which will make it possible for the slogan,

"See America

without having to suffer the hard ing.

The hotel and cottages pict will be located right in front Falls, and will be equipped w convenience without sacrificing a and outing features which are

Laguna Beach—Southern California's Ideal Resort.

Laguna, with its beautiful beach, cliffs and surroundings, is known to fame as the most picturesque resort on the Pacific Coast.

As the beautiful birdseye view on this page shows, Laguna is remarkable for its jagged line of towering cliffs, charming little coves floored with the whitest sand, with a broad stretch of breeze-swept upland rising against the lofty slopes of the San Joaquin hills, and other attractions.

One of the most notable features of this picturesque resort is the justly celebrated Laguna Cliffs, subdivided and placed on the market in a most

popular home-like family and society resort where cultured persons meet in neighborly and congenial friendships, all lending a beautiful atmosphere that is heartily appreciated by the home owners and visitors.

It might be well to remember that the ocean frontage of this valuable quality is very limited in Southern California, and especially is this so at Laguna Beach and along this stretch of beach country near Los Angeles.

Many representative persons of Los Angeles, Pasadena, Santa Ana, Anaheim, Fullerton and other places have purchased desirable home sites in Laguna Beach and Laguna Cliffs, where they will erect at-

port Bay, Trabuco Canyon, San Juan Hot Springs, Santa Ana and the rapidly-growing city of Los Angeles, only forty-odd miles distant, reached by a grand State highway, which for natural charm and unique character and for beauty is unsurpassed.

Laguna Beach and its near-by sites have long been a favorite point of visitation for leading people of Riverside, Los Angeles, San Bernardino and Orange counties. And while the main attraction has been the beauty and charms of the resort itself, not a little of this popularity is due to the great variety of inspiring scenery en route, of which Laguna Canyon road is but a part. The hills which border the

territory tributary, has been largely developed through the efforts of H. G. Heisler Company, the prominent Los Angeles realty firm, with offices at 620 Title Insurance and Trust Building, corner Fifth and Spring streets, where, under the personal direction of Mr. Heisler, interested parties and visitors seeking information are given such data as place them in close touch with Laguna interests. This firm has done much to bring this beautiful resort section prominently to the front, and they plan many attractions and special features for home owners and investors during the year 1915, when millions of visitors are expected in

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One of the most notable features of this picturesque resort is the justly celebrated Laguna Cliffs, subdivided and placed on the market in a most able and effective manner by the owners, E. B. McKnight and H. G. Heisler, who have so substantially shown their faith in the present and future of this charming and notable resort.

The attractive scenic view on this page features Laguna Cliffs, Laguna Beach, Arch Beach and Capistrano Point, famous among Southern California's coast resorts, convenient to the city of Los Angeles and principal interior points.

Laguna Beach is noted for health and solid comfort. It is sheltered by mountain ranges, and the climate is balmy all the year. It is ideal as a home place, and it is exceptionally fine because of social advantages and interesting features.

This picturesque beach and home resort has many distinctive features that are most inviting to real lovers of beach homes.

Laguna Beach, with its pleasing atmosphere, is far enough away to escape the maddening crowds that flock to the ordinary near-by resorts contingent to Los Angeles. Home owners here may enjoy the privacy of pleasant outdoor life, bathing, boating, fishing, hunting, driving and horseback riding in a circle of refinement, the neighbors and home owners being people of the class who demand and appreciate certain seclusions while enjoying the life of the near-by beach and mountains.

At the same time the resort is near enough to the city and reached by magnificent macadamized and asphalt highways and steam railway lines, with its telephone and mail facilities, to keep one in direct communication and touch with the metropolis, Los Angeles, and the surrounding smaller cities.

As the view shows, the scenic surroundings are unsurpassed anywhere on the Pacific Coast. Laguna Cliffs overlooks the old semi-historical resort famous in days of Spanish reign and romance, Laguna Beach, while Arch Beach lies some distance away, with Capistrano Point in the near-by offing, all combining to lend an enchanted aspect to the most beautiful of all Southern California's delightful and rapidly-growing resorts, Laguna Cliffs.

The bathing here is superb, and the surroundings are adapted to all outdoor sports and pastimes, making this just one big, popular home-like family and society resort where cultured persons meet in neighborly and congenial friendships, all lending a beautiful atmosphere that is heartily appreciated by the home owners and visitors.

It might be well to remember that the ocean frontage of this valuable quality is very limited in Southern California, and especially is this so at Laguna Beach and along this stretch of beach country near Los Angeles.

Many representative persons of Los Angeles, Pasadena, Santa Ana, Anaheim, Fullerton and other places have purchased desirable home sites in Laguna Beach and Laguna Cliffs, where they will erect attractive beach and resort homes, many already having been built.

The advantages offered by Laguna Beach are manifold. One has both sea and mountain. For him who would fish there are points of rock and sandy shore from which he may cast his line. For the more active and energetic person, who loves to walk, beautiful and wonderful scenic attractions are offered along the shore and from the heights of promontory and the foothills. Low tides leave exposed stretches of rocky shelf and make accessible mussels and occasional beds of abalones. Moonstone and shell hunters find remarkable rewards for their search, and sunshine and sunlit skies are found at Laguna Beach for everyone who desires to come and enjoy them.

Laguna Beach and its Laguna Cliffs have been endowed by nature with assets that time and the hand of man can never change. The shimmering sea, sandy coves, deep moss-grown tide channels and magnificent views add to the charm of the coastline.

The Laguna Cliffs and Laguna Beach section of the coast has great development features ahead. These resorts are bound to go forward to greater things, and the future offers wider uses for the people who come to enjoy the charms and help build up this resort section.

The past year has witnessed many notable and substantial improvements at Laguna Beach and Laguna Cliffs. Pomona College has established a marine laboratory and summer school for the study of botany, geology and bird life, as well as for the study of the various animals and objects of marine life.

Under the system of good roads and highways a magnificent cement and asphalt boulevard has been constructed connecting Laguna Beach and Cliffs with the State highway at Irvine, a distance of ten miles, thus connecting California's El Camino Real with this picturesque resort section, offering to motorists the most interesting and delightful side trips to be found between Los Angeles and San Diego.

For the automobilist residing at Laguna Beach there are numerous side trips, notably San Juan Capistrano Mission, twenty miles away; the home of Modjeska the once-famous actress, which has been converted into a magnificent country club, located in Santiago Canyon; Balboa and Newport Bay, Trabuco Canyon, San Juan Hot Springs, Santa Ana and the rapidly-growing city of Los Angeles, only forty-odd miles distant, reached by a grand State highway, which for natural charm and unique character and for beauty is unsurpassed.

Laguna Beach and its near-by sites have long been a favorite point of visitation for leading people of Riverside, Los Angeles, San Bernardino and Orange counties. And while the main attraction has been the beauty and charms of the resort itself, not a little of this popularity is due to the great variety of inspiring scenery en route, of which Laguna Canyon road is but a part. The hills which border the canyon are particularly rugged and rocky.

As the road climbs, a beautiful panorama of mountain and valley is enjoyed until the summit of the divide is reached and a dip taken into the canyon proper. The road then is tortuous, but well made, and finally there is a sudden turn, and between two sentinel hills one passes out on a long, level plateau, reaching to the sand of the beach and confined at either end by hills which extend out to the bluffs overhanging the water's edge, where sea and mountain meet, fittingly describing Laguna Beach and Laguna Cliffs, the principal scenes of the splendid panorama picture shown here.

The property is laid out in attractive lots, highly improved; sparkling mountain water is piped to every lot as houses are built, and everything made inviting for home builders and resort lovers. Laguna Cliffs is one of the more notable resorts of Southern California, with a personality all its own—a resort beautiful, with its picturesque surroundings and scenic attractions adding greatly to its identity and originality—a resort with a magnificent future along substantial investment lines.

As the city of Los Angeles climbs towards 1,000,000 inhabitants and other cities and towns of the Southland grow and expand, beach property becomes more active and in demand by those who wish to build homes at a resort where they are some distance from the great crowds that throng the closer-in beach resorts, semi-cities and towns of the Coast—all of which is found at Laguna Beach.

A number of additional improvements are now planned for Laguna Beach and expected to be installed during the exposition year, 1915, in time for the opening of the summer season. These include a modern electric lighting system connecting with all homes, lights for the beach promenade and streets; a large and modern tent city with attending conveniences for those who wish to live in the open, and a great open-air plunge with amusement features. These improvements will add fame and prestige and place Laguna Beach and Laguna Cliffs among the leading home and pleasure resorts of Southern California territory.

The sale of beach and home lots in Laguna Cliffs, as well as business and residential property at Laguna Beach and the territory tributary, has been largely developed through the efforts of H. G. Heisler Company, the prominent Los Angeles realty firm, with offices at 620 Title Insurance and Trust Building, corner Fifth and Spring streets, where, under the personal direction of Mr. Heisler, interested parties and visitors seeking information are given such data as place them in close touch with Laguna interests. This firm has done much to bring this beautiful resort section prominently to the front, and they plan many attractions and special features for home owners and investors during the year 1915, when millions of visitors are expected in Los Angeles, San Diego and San Francisco, because of the two great world's fairs and expositions, numerous conventions and other interests that mean pleasure and enjoyment.

Visitors are cordially invited to the offices of H. G. Heisler Company, Los Angeles, and to make it a special object to visit Laguna Beach and Laguna Cliffs, the resort section beautiful between Los Angeles and San Diego, the most picturesque district of all beach sections of the Golden State.

Representative land owners, business men and property holders, including merchants who have done much and who take an active interest in the growth, development and expansion of Laguna Beach, are as follows:

Joseph Yoch, vice-president of the First National Bank of Santa Ana, one of the owners of the famous Arrowhead Hot Springs near San Bernardino and owner of the Laguna Beach Hotel and other valuable property in and near Laguna. He is an active booster for Southern California.

E. E. Jahrams, real estate agent and property owner, who has strong faith in the future of Laguna Beach.

George W. Van Sychle, who has recently built a $5000 resort home at Laguna Cliffs, and a modern business block and a large garage at Laguna Beach, all adding to the importance of this resort.

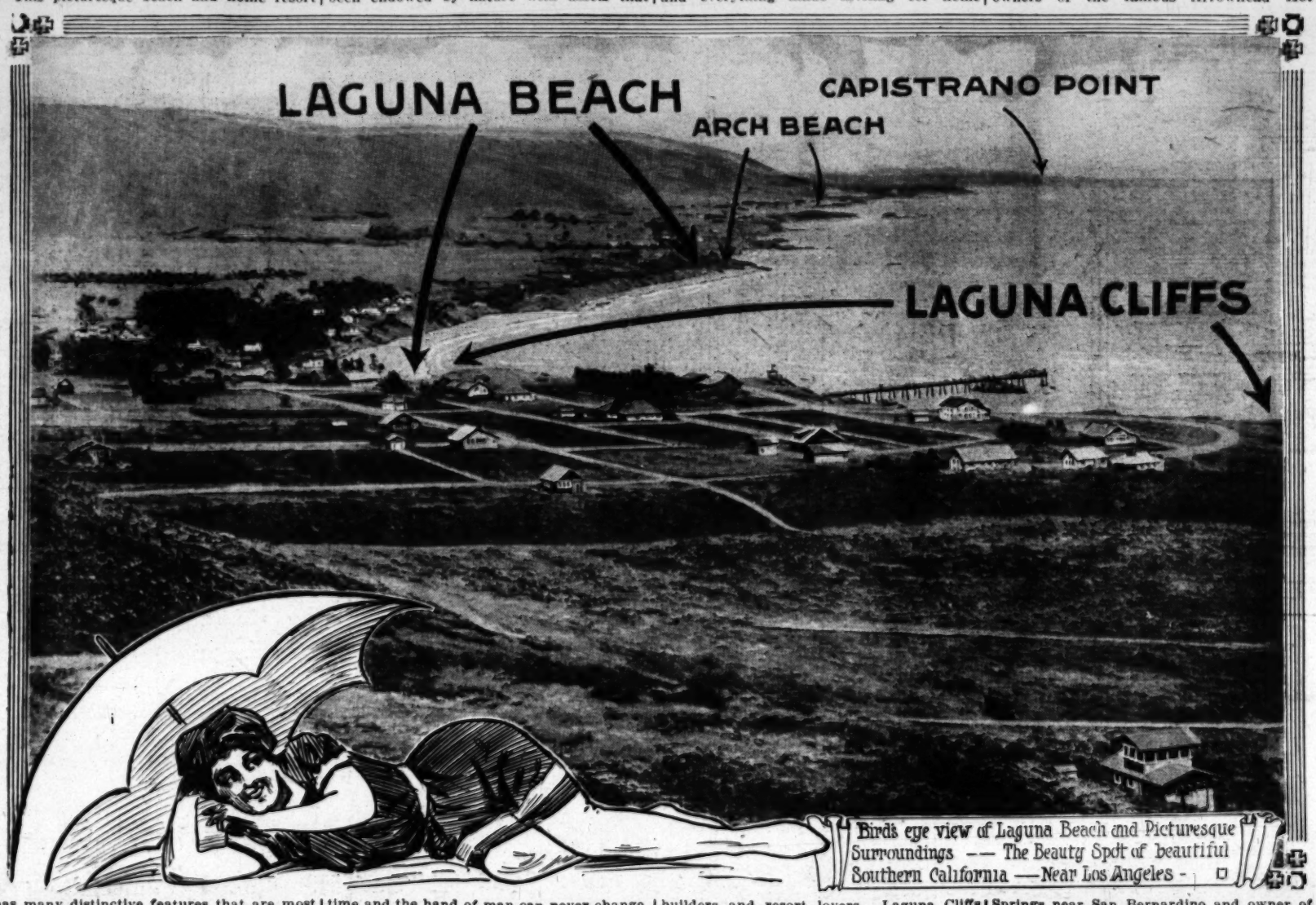
E. Trefern has recently completed an attractive dancing pavilion for the pleasure and amusement of beach residents and visitors.

A. L. Peacock, owner of Peacock's Garage, who operates auto stages between Santa Ana, Laguna Beach and near-by points.

Bunch & Drury, owners of stage lines between Laguna Beach and near-by cities and towns.

J. N. Isch, postmaster and a booster, who has always worked for the advancement of this resort, and George C. Huber, dealer in general merchandise and groceries; also Fred Clapp, merchant and business man.

S. N. Philbrook, real estate and land dealer, and others, who are proud of the part they take in the interests of and progressive development of Laguna Beach and Laguna Cliffs, as well as other sections surrounding and tributary to this interesting and picturesque section of Southern California.



Birds eye view of Laguna Beach and Picturesque Surroundings — The Beauty Spot of beautiful Southern California — Near Los Angeles

WHY MR. WAD WAS SORRY THAT HE WENT BACK EAST.

BY GALE

How the Moneyless Man Can Win in Southern California.

There are More Opportunities for Producers with Little or no Capital than Capable Men Anxious to Take Advantage of Them

CALIFORNIA has ever been the place of fulfillment of men's dreams, but now its bounties are the fruits of the soil and the flourishing tree and vine. Agriculture stands as the State's dominant industry and the source of its greatest prosperity. In its many branches men can seek Fair Fortune with the highest probability of success.

Vivid are the colors in which opportunities in California have been painted and distant beyond the reach of printed or spoken words must be the land which has not heard praises of its wealth and advantages. The natural result of such powerful and comprehensive advertising as this State has received, has been an unceasing influx of settlers in search of homes and good fortune. Happiness and sometimes riches have been the prizes meted out; but not all have shared alike in these rewards, since many have not earned great recompense. The truth is that just as the mines of El Dorado in '49 yielded more precious treasure to him who searched most diligently, California's fertile agricultural fields reward those best who plow them deepest.

The complaint often has been heard that California is the rich man's paradise, the natural home of luxury and capital, but the poor man's disappointment. To anyone familiar with the marvelous industrial history of the State the injustice of such an accusation is readily apparent. Of all the States in the Union none has been more kind to the poor man than California. The halo of industrial liberty, which has distinguished the United States among all nations of the world, has never been dimmed by the existence of oppressive land laws or labor conditions in California. Since the coming of the American regime in this State there has survived no aristocracy but the aristocracy of ability.

An analysis of the natural agricultural resources at the disposal of the man of limited means, or even of no funds, reveals countless ways in which success has repeatedly been and can still be attained. California possesses a great variety of soil products due to its variety of climates and wide difference in its maximum and minimum of temperature. The branches of agriculture and horticulture which can be engaged in, offer a broader range of opportunities than other sections afford.

Of the two main classes of products which flourish in the State, fruit and vegetables, the latter are the easier to raise, because the number of years required for the maturity of orchards involves a much larger investment than the poor man can meet. If a man with no capital desires to engage in the raising of vegetables he is able in practically every section of the State to secure land suitable for his crops from owners who make a practice of leasing out their acreage to tenants. Leases are made either on the crop or cash basis; if the crop method is employed, the renter must pay from one-fourth to one-third of his crop proceeds to the owner; and if the cash method is adopted, a rental of from $15 to $40 is charged, depending upon the character of the land, its location and water facilities. In many cases where the owner of the land extends the advantage of a crop rental arrangement to the grower he further assists him to make a start by advancing sufficient funds with which to buy seed and complete the planting, and later he or some organization interested in the marketing of the crop often will advance the necessary funds to cover the harvest. To a great extent shipments of vegetable products are entirely financed by marketing agencies. It is stated by a prominent authority that a large proportion of the vegetable production is made possible through the financial assistance given the growers who otherwise are unable to carry the crop.

However, it must not be inferred that a great influx of penniless labor is encouraged to attempt the leasing of land, relying on being accommodated financially by those disposed to generosity. It is not generosity which prompts the land owners to loan money but conservative business estimate of the grower's competence to produce a profitable crop. For every grower producing on the crop rental plan with small capital at his command, it is necessary that there be a large number of independent growers in order to maintain the stability of production and effect the expansion of acreage where conditions permit. But the fact stands that today there are more opportunities in California for farmers with limited or no capital than there are capable and industrious men anxious to take advantage of them. Also there is a tremendous demand in all sections of the State for dependable laboring men to work in the fields or in the packing-houses and factories devoted to the preparation of products, at wages of from $2 to $3 per day, which, considering the lower cost of living prevailing here, allows of no excuse for idle men.

The most profitable vegetable crops now being produced for shipment are celery, tomatoes, lettuce and asparagus. Onions and potatoes also are grown in great quantities and bring good returns. Most of the celery is raised in El Monte and Smeltzer and Bolsa districts, where there are large centrally located packing-houses from which shipments of thousands of carloads are made to the eastern market. Tomatoes are grown at El Monte and around Fullerton, although the majority of the State's output comes from Alameda county. The present center of the asparagus industry is in San Joaquin county, but rapid progress in asparagus growing is being made in Imperial Valley. Lettuce, onions and potatoes are grown in many parts of the State with encouraging results.

The profits accruing to the grower of any one of these vegetables vary widely with the market conditions prevailing each year in the East according to the size of the production there. Some years yield extremely high prices, which is the cue for the growers to save against the possibility of another year following with depreciated prices permitting little profit. The secret of success and eventual independence lies entirely in the perseverance of the farmer. His profits, allowing for reverses, will average considerably higher than those in any other section of the country.

Other crops which henceforth should be exceedingly attractive to new growers, are barley, wheat, oats and corn, because of the abnormal demand for grain created by the war. Probably no other products of the soil have been and will continue to be subject to such radical rise in prices as the important cereals. The shortage of grain bids fair to ultimately develop into a panic if the devastation in Europe is prolonged to the point of interrupting the planting of grain. This is an absolute guarantee of big prices to the California growers and should encourage the bringing in of large additional grain acreage.

It is possible to secure good barley land on the rental basis both in Southern and Northern California, but the raising of this crop necessitates the expenditure of considerable money for stock and implements. However, there have been instances where both horses and implements have been rented with the land. There are barley ranches of from 500 to 10,000 acres in Southern California, notably those in the vicinity of Capistrano, which have returned the growers almost unbelievable profits. This land embraces both rolling plateaus and the sloping hillsides, which latter would not appeal to the eastern farmer as useful for any crop.

Another crop which is very profitable and can be raised by the poor man is the sugar beet. There are at present over 100,000 acres planted to sugar beets in the State and this acreage could be increased by an additional 100,000 acres. There is ample sugar beet land to meet any demand made upon it by growers who desire to lease, either for cash or crop percentage. At the present moment it can safely be said that sugar beet growing offers the most remunerative field for farm land tenants there is in California. The assistance which growers can enlist from the big sugar factories in different parts of the State makes it possible for new growers having small capital to join the ranks of an army of prosperous farmers whose present outlook for the most substantial years in the history of the industry is sustained by the growing demand for sugar caused by the European shortage of beet-sugar production. The United States is the largest consumer of sugar in the world and of the 3,400,000 tons required to feed the people of this country, only 600,000 tons of beet and 300,000 tons of cane make up the domestic production. This immense margin between production and consumption is an invitation to the growers of sugar beets to acquire all the land available for this crop, especially in the light of the world's disrupted sugar production.

The advances which sugar factories make to the growers cover cost of seed, which they are now furnishing at a loss because of the inflated price due to the war, funds for cultivation and the harvesting. Those desiring information about land which can be leased for the cultivation of beets should apply directly to the factories, of which there are ten in the State, located as follows: the Spreckels Sugar Company, at Spreckels, in Monterey county; the American Beet Sugar Company, at Oxnard in Ventura county and at Chino in San Bernardino county; the Union Sugar Company, at Betteravia in Santa Barbara county; the Los Alamitos Sugar Company, at Los Alamitos in Orange county; the Southern California Sugar Company and the Santa Ana Co-operative Sugar Company, at Santa Ana in Orange county; the Pacific Sugar Company, at Visalia in Tulare county; the Anaheim Sugar Company, at Anaheim in Orange county, and the Holly Sugar Company, at Huntintgon Beach in Orange county.

HOTEL STOWELL

THE ONLY HOUSE IN U.S. WHICH DOES NOT PERMIT TIPPING

ABSOLUTELY FIREPROOF

Notable Educational Development.

Water Company Aids Advancement.

The splendid group of buildings shown in the center of this page present an interesting example of the growth and advancement of the schools located in the districts of Los Angeles in the fast growing territory covered and supplied by the

cent Heights, and the immediate sections surrounding, show the same substantial and representative increase in pupils.

The following are the schools and districts supplied with water by the

land avenue; Cahuenga school, No. 213 South Hobart boulevard; Grant school, North Wilton place, and Arlington Heights school, No. 1713 Seventh avenue.

There are also many private schools

service lines supply the most beautiful section of the Greater City, but this "City by Itself" contains 50,000 persons who depend upon the Union Hollywood Water Company for service. The company has 220 miles of service piping,

How the Moneyless Man Can Win in Southern California.

There are More Opportunities for Producers with Little or no Capital than Capable Men Anxious to Take Advantage of Them

CALIFORNIA has ever been the place of fulfillment of men's dreams, but now its bounties are the fruits of the soil and the flourishing tree and vine. Agriculture stands as the State's dominant industry [illegible]

WHY MR. WAD WAS SORRY THAT HE WENT BACK EAST.

BY GALE

-P.S.-
(PREFERS SUNSHINE!)

Notable Educational Development.

Water Company Aids Advancement.

The splendid group of buildings shown in the center of this page present an interesting example of the growth and advancement of the schools located in the districts of Los Angeles in the fast growing territory covered and supplied by the magnificent system of the Union Hollywood Water Company, one of the great development factors of this noted Southwestern metropolis.

In 1906, when C. J. Heyler, assumed the principal ownership and control of this big company, the Hollywood High School had a small following and few pupils. In 1910 this school had 385 pupils and in 1915 1213 pupils are enrolled and in regular attendance.

Other schools in the districts covered by the Union Hollywood Water Company, namely: Hollywood, Wilshire, Pico Heights, Arlington Heights, Crescent Heights, and the immediate sections surrounding, show the same substantial and representative increase in pupils.

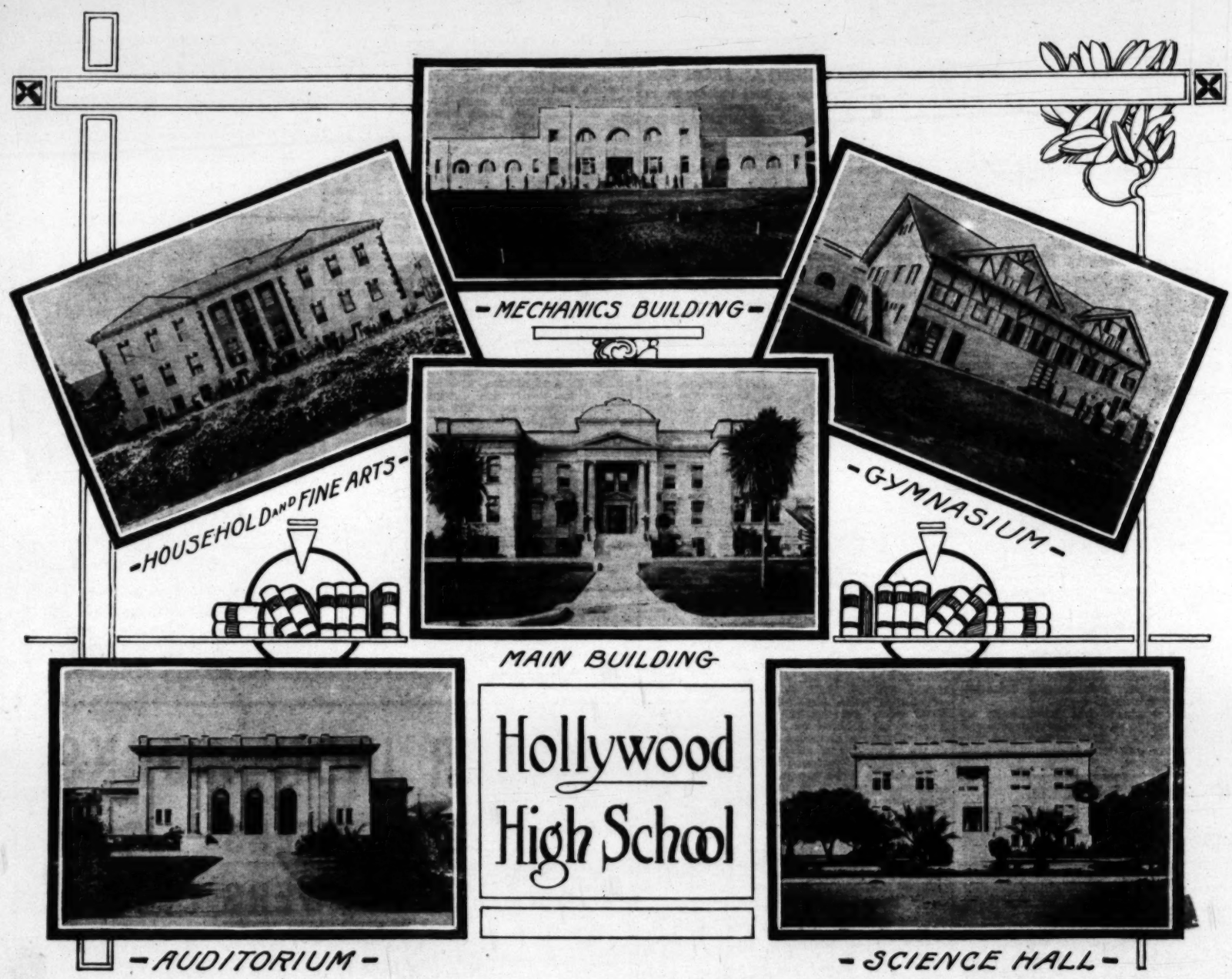
The following are the schools and districts supplied with water by the Union Hollywood Water Company: Hollywood High School on Highland avenue; Hollywood High School on Sunset boulevard; Cienega school, Roberts avenue; Hollywood city school, Hawthorne avenue; Ramona school on Santa Monica boulevard and No. 1104 North Normandie avenue; Santa Monica avenue school, Santa Monica boulevard; Los Feliz school, No. 4737 Hollywood boulevard; Colegrove school, Vine street; Selma avenue school, Selma avenue; Gardner street school, Hawthorne avenue; Lockwood school, No. 4333 Lockwood avenue; Dayton Heights school, No. 607 Westmoreland avenue; Cahuenga school, No. 213 South Hobart boulevard; Grant school, North Wilton place, and Arlington Heights school, No. 1713 Seventh avenue.

There are also many private schools and military academies adding to the prestige and educational facilities of the districts wherein water is supplied to homes and business blocks by the Union Hollywood Water Company. All attesting the splendid efficiency and service given by this representative company under the able and intelligent upbuilding management of Mr. Charles J. Heyler, President and General Manager of this notable organization which has always been a factor in the growth and advancement of Los Angeles as a city of beautiful homes and opportunity.

The Union Hollywood Water Company is the largest private water company in Southern California. Not only do its service lines supply the most beautiful section of the Greater City, but this "City by Itself" contains 50,000 persons who depend upon the Union Hollywood Water Company for service. The company has 220 miles of service piping, ranging from 27 inches to 4 inches in diameter.

One result of the enterprise of this company, which has laid these many miles of lines, is that the taxable values of the Sherman-Hollywood-Colegrove-Wilshire-Arlington district have risen from about $3,500,000 seven years ago to a present valuation of between $25,000,000 and $30,000,000.

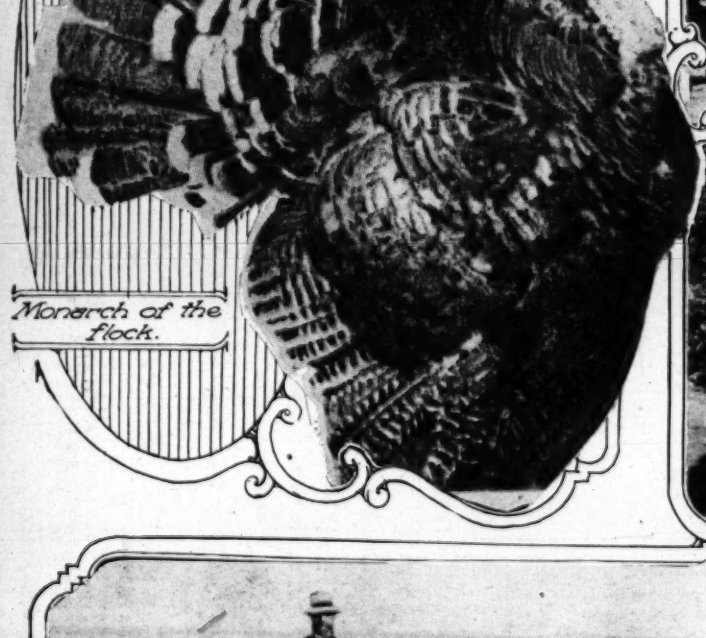
In this section the most beautiful homes to be found in the Southern California territory, which means in the United States, are located. The service of the company, as shown in the map, however, includes the art bungalow section with homes ranging from $2500 up.



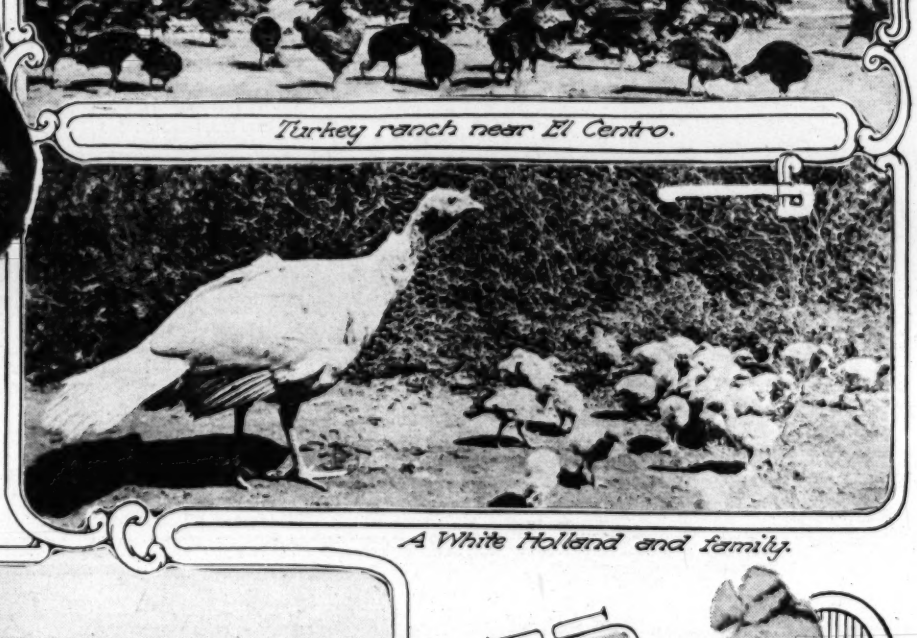
Union Hollywood Water Company.

C. J. Heyler,
President and Manager.

Raising Turkeys in Big Flocks.



Monarch of the flock.



Turkey ranch near El Centro.

A White Holland and family.

An Antelope Valley turkey farm.

Sampling a turkey

A Thanksgiving drive.

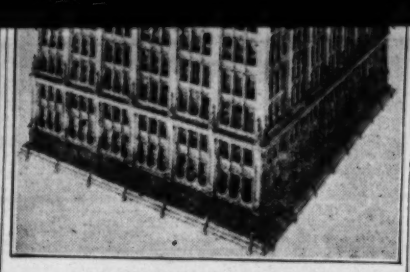
Head of "ocellated" turkey cock.

NICK HARRIS DETECTIVE AGENCY.

For many years the business men, merchants and professional interests of Los Angeles and Southern California have been protected from "bad-check" passers and other criminal and detrimental influences by this well-known detective agency, which is headed and directed by that able investigator, Nick B. Harris.

The agency supplies skilled detectives, male and female, to department stores and mercantile houses, furnishing a service that is noted for its far-reaching effect and efficiency.

The Nick Harris system has become recognized as the never-failing system of California. Mr. Harris and his officers have captured more shoplifters and petty criminals than all the other agencies combined, and when your interests are placed in his



tel a place of residence during the stay in Southern California.

Ward McFadden is one of the best-known of beach boosters, who has been identified with progressive growth and development of this section for years.

UNION TOOL COMPANY

LARGEST MANUFACTURERS IN THE WORLD

OF

OIL WELL TOOLS AND MACHINERY FOR DRILLING

BEAUTIFUL WOODLAKE.

The town of Woodlake, in the rich and productive Woodlake Valley, is seventeen miles northeast of Visalia, in the citrus belt of Tulare county, located beneath the sheltering mountains, and contains a population of 400 people. Woodlake is surrounded by 20,000 acres of citrus orchards, and 1500 persons receive their mail at the local postoffice. The town has a national bank, two general stores two hardware houses, a lumber yard, a newspaper and other interests; has two railroads, the Southern Pacific and Santa Fe, supplying excellent shipping facilities.

Adjoining the town is a beautiful lake of mountain water fed by the Kaweah River. This lake is filled with bass and trout, and has been converted into a recreation and pleasure resort. On an island in the lake it is planned to locate a casino, dancing pavilion, merry-go-round and other amusement specialties.

Woodlake is the nearest railroad point to the Gen. Grant National Park, Sequoia National Park, and Mt. Whitney, America's highest peak, and the grandest scenery in this country as well as the world's largest trees are found in the High Sierras about forty miles away.

Many famous orchards are located around the town of Woodlake, and the earliest citrus and deciduous fruit snipped from California comes from this section.

Adjoining the town of Woodlake on the north is located the famous Sentinel Butte Ranch, owned by Gilbert F. Stevenson of Los Angeles. This is said to be the largest orange and lemon grove in the world owned by an individual. It is located in the choicest section of the orange and lemon-producing section of Tulare county. On this noted ranch are produced the famous "Sentinel Butte" and "Woodlake Nymph" brands of lemons and oranges.

Sentinel Butte Ranch has not only become one of the beautiful show places of the famous Tulare county, but is becoming one of the noted places of California. Every modern improvement is installed on the premises to aid in making it one of the most up-to-date citrus ranches in the world.

The ripening of oranges and lemons in this truly famed district during the coldest months of the year is the best evidence of the mild winter climate.

It is often said by descriptive writers, fruit growers, globe trotters and seasoned travelers, and agreed upon by home owners and residents of the Woodlake section of Tulare county in which Sentinel Butte Ranch is located, that this is the ideal section of the celebrated citrus belt. Here the climate combines the attractions of La Belle France, all of Italy and practically all of Spain in its boundaries. The altitude ranges from 400 to 14,000 feet, thus offering a great variety of climatic conditions, and there are no thunderstorms or high winds to mar the perfection of the 250 clear, sunshiny days of each year.

S. SENEGRAM.
Philip Senegram, Mgr.

A factor in the wholesale and distributing junk trade of Los Angeles is S. Senegram, whose big plant and yards are located at Nos. 617-619 South Utah street.

Mr. Senegram has built up his trade from that of a modest little dealer to that of one of the most extensive junk handlers and operators in this section. He buys many tons of merchandise annually, reshipping it to big cities of the country. He makes a specialty of handling everything in metals, old rubber and tires, sacks, iron and wipers, and provides employment for some twenty-five people, besides drivers and junk men on wagons gathering junk merchandise, bottles, etc.

He is a booster who has watched Los Angeles grow, and he knows every detail of the big trade in which he occupies a leading position.

FREEMOND'S AUTO WORKS.

At Nos. 1638 to 1640 West Washington street, Los Angeles, is the well-equipped auto painting establishment owned and operated by L. Freemond, who has established a prestige for his Freemond's Auto Works.

This able and artistic painter makes a specialty of painting, trimming and body work for automobiles, makes wheels, forgings and springs, and the best class of remodeling is a special feature. Work built to order under Mr. Freemond's direction proves eminently satisfactory.

A splendid business has been built up by close application and familiarity with the details of the trade. Auto owners find this one of the most efficient shops of its kind on the Pacific Coast.

SIMONS BRICK CO.

When you come to California to make your permanent residence you should build in keeping with the traditions of the country, therefore build mission style architecture, roofed with Burned Clay Tile. They are everlasting. SIMONS BRICK CO., 125 West Third street, Los Angeles, California.

NORTH WHITTIER HEIGHTS.

The most profitable products grown in California are the lemon, Valencia orange, avocado and walnut.

North Whittier Heights offers the best opportunity for the purchaser of close-in, high-class lemon, orange, avocado and walnut lands, either planted or unplanted. This suburban property is beautifully located in the San Gabriel Valley, frost protected, has water developed, the finest of scenic highways and roads, and is ideal for citrus fruits, nuts and intensive cultivation of out-of-season crops. The 1000 or more acres already planted will show the investigator that soil, climate and water conditions are close to perfection.

To those desiring a good investment and income and a California home at its best, North Whittier Heights should be first choice. It is only seventeen miles from Los Angeles and connected by good roads. Everything is convenient. No pioneering is necessary. The company's citrus and gardening experts are ready to advise all purchasers.

Edwin G. Hart, manager for the Whittier Extension Company, owners of this property, has offices at 917-923 Union Oil Building, Los Angeles. Phones, Main 2606, Home 10421.

MAINE BUILDING & INVESTMENT COMPANY.

The Maine Building and Investment Company, Inc., with offices at No. 132 North Broadway, one of the largest building companies in Southern California, has as its president and manager L. C. Judkins, a contractor thoroughly versed in all lines of the building business.

It maintains its own architectural department under the able supervision of H. G. Corwin, a certified architect. All plans and specifications are furnished gratis to prospective builders.

It designs, erects and finances all classes of buildings, but makes a specialty of hotels and apartment-houses. Many beautiful buildings, typical of Southern California, have been built by the company throughout this section. Satisfied customers and repeat orders are the secret of its success.

BAILEY ORNAMENTAL IRON CO.

An industrial company that has for years been an important development and expanding factor in aid of Los Angeles is the Bailey Ornamental Iron Company, Nos. 108 to 120 Ord street, where a big plant and sales department are maintained.

The company specializes in elevator enclosures, elevator cars, iron stairs, copper store fronts, bank railings, fine grille work, brass and wire work, fire escapes, fences, gates, etc., and contracts are taken for work to be installed anywhere.

The business is handled under the direct personal management of R. W. Bailey, president and treasurer, one of the best-posted iron, brass and copper specialists in the Southwest. Other officers of the company are D. B. Bailey, vice-president; M. McLeod, secretary, and Julius Pauley, superintendent.

THE HOTEL MATSON.

Located at No. 525 Central avenue, Los Angeles, the Hotel Matson, under the personal management of Henry Matson, is most convenient for transient visitors and residents of that section of the city. Thousands of travelers arriving at Arcade Depot find Hotel Matson ideal in every way. It is a comfortable establishment retaining the old-time practice of looking after guests and making each one feel welcome and "homey."

For nearly a quarter of a century, Henry Matson, the well-known proprietor, has been one of the factors of this section of the city of Los Angeles. He is a booster who cordially welcomes strangers, and his hotel is conducted on the popular-price plan, with rooms at 50 cents per day and up. American and European plans are provided.

SAM KARNOFSKY.

Doing a large and extensive trade in buying and shipping all kinds of iron, old metal, rubber, rags; handling bottles, second-hand sacks, etc., automobile tires that have seen service, old junk, etc., Sam Karnofsky, located at No. 501 Avila street has built up a business that is far-reaching in its volume and effect.

His annual shipment will aggregate $50,000, and he buys the junk and other commodities direct from hundreds of wagon men who pick it up in all parts of the city and surrounding country. He has established a business that adds an important item to the industrial life of Los Angeles. Mr. Karnofsky is an active business man who has had many years' experience in the junk trade of this section, and he has developed into one of the leaders in his line.

BOMAN-KLARQUIST COMPANY.

One of the leading general contracting firms of this section of the West is Boman-Klarquist Company, with offices at 212 Union League building, Los Angeles. This company has been identified with this city for many years, during which time it has erected many large and small buildings. It specializes in steel, reinforced concrete and brick office and business blocks, and is prepared to handle the largest class contracts.

Officers of the company are G. A. Boman, president, and J. A. Klarquist, vice-president. Both have been prominent factors in and boosters for Los Angeles and Southern California for years. They give all contracts their personal supervision, which guarantees quality and modern construction.

COOPER, COATE & CASEY.

Occupying the largest, handsomest and most completely-appointed wholesale building in Los Angeles and enjoying a trade that extends throughout most of California, all of Arizona, New Mexico, Nevada and other sections, the well-known wholesale dry goods establishment of Cooper, Coate & Casey, at Seventh and Los Angeles streets, is justly recognized as the leading institution of its kind.

This firm was incepted in a small manner some eight years ago. Each year, because of square dealing and honest business methods, the trade has grown and expanded until today Cooper, Coate & Casey rank as leaders in their many lines, occupying not only all of their own big building, but using space in adjoining houses for the storage of merchandise. Their building occupies some 100,000 feet of floor space, and is six stories high, being provided with all conveniences.

This establishment is headquarters and the trading rendezvous for nearly all the merchants of this rapidly-growing Southwest, and the year 1915 promises to be one of the best for both the wholesale and retail interests.

Cooper, Coate & Casey are backed by men of ripe experience in the various branches of trade who are familiar with every detail and every department of the dry goods and mercantile business. They have won success by honesty of purpose and maintain this prestige by ability and foresight, keeping pace with the times and providing patrons just what they require to keep up their stocks at all seasons of the year.

Officers of the company are: M. G. Cooper, president; H. R. Coate and Edward Casey, vice-presidents; J. M. Jordan, treasurer, and G. Dametson, secretary. All boosters for a bigger and greater Los Angeles.

E. CLARKE COMER CO.

A representative realty, land, investment and insurance company of Los Angeles doing an extensive business and paying particular attention to Hollywood homes, acreage and villa site properties, is the E. Clarke Comer Company, with offices at Nos. 1705-7 Cahuenga avenue, Hollywood.

Under the personal direction of Mr. Comer, who is recognized as an authority on lands, values and locations in the Hollywood and northwestern sections of this noted metropolis, a splendid prestige has been established among representative investors, and many valuable properties have changed ownership, each transaction helping increase the fame and popularity of Hollywood, known as the most ideal suburban section of Los Angeles because of the magnificent foothill and valley location.

Mr. Comer has for years given this business that personal attention that has attracted the better class of home builders and investors. He numbers among his patrons the leading home owners of the Hollywood territory, many of whom purchased their property through his office.

He has always invited the investment of capital in the beautiful Hollywood territory because the city of Los Angeles has naturally shown a tendency to grow and expand in that direction. This, of course, has substantially increased values and caused a class of happy, contented and prosperous people to locate and build homes in this section.

Mr. Comer is a representative and wide-awake man of affairs, who has made a success of the realty and investment business because of honesty, ability and intimate observation of ideal investment properties.

METCALF & RYAN.

Investors coming to California during 1915, Exposition year, as well as local people interested, will find the firm of Metcalf & Ryan, with offices at No. 626 South Spring street, Los Angeles, in the handsome new Mortgage Guarantee Building, thoroughly equipped with the higher class of investment offerings in the way of business and ground leases in all parts of Los Angeles. Metcalf & Ryan makes a specialty of handling this class of business and numbers many representative property owners, merchants and men of affairs among its patrons.

The firm writes fire insurance in standard and reliable companies, cares for property for residents and non-residents, pays taxes and thoroughly represents property owners in an efficient manner.

The firm has for eight years been one of the leading operators in long-term ground leases on close-in properties, and has now in hand most desirable locations on Spring street, Hill street, Broadway and Main street, in the section between First and Eleventh streets. Such propositions offer certain returns and are dealt in extensively by the wise investor who wants a safe and conservative lease that will render a good return with practically no risk.

Metcalf & Ryan are representative business men who have forged ahead because they are thoroughly familiar with lands, locations and values in Los Angeles. They have always endeavored to protect their clients by safe investment, and, operating along such lines, have built up a patronage and prestige that is far-reaching and steadily growing among the better class of clients.

EVERGREEN CEMETERY.

For nearly thirty-seven years Evergreen has been one of the well-known burial grounds of the city. Located just within the city limits of Los Angeles on East First street, it is easy of access. A splendid new gateway recently erected at Michigan avenue, together with other improvements, have greatly increased the beauty of the place.

A handsome stone chapel and crematory, which also has receiving vaults and a columberium, occupies a prominent place within the grounds. The crematory is double and of the latest and best design and so connected with the chapel that all regular funeral services may be held as in burials.

A large perpetual care fund insures the permanency of these grounds for burial purposes and provides for their care.

The city offices of the Los Angeles Cemetery Association, owner of the grounds, is at 304 Trust and Savings Building.

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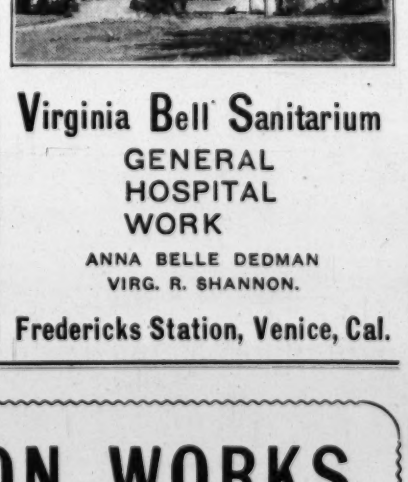

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Dates and Date-Growers of California.

NICK HARRIS DETECTIVE AGENCY.

For many years the business men, merchants and professional interests of Los Angeles and Southern California have been protected from "bad-check" passers and other criminal and detrimental influences by this well-known detective agency, which is headed and directed by that able investigator, Nick B. Harris.

The agency supplies skilled detectives, male and female, to department stores and mercantile houses, furnishing a service that is noted for its far-reaching effect and efficiency.

The Nick Harris system has become recognized as the never-failing system of California. Mr. Harris and his officers have captured more shoplifters and petty criminals than all the other agencies combined, and when your interests are placed in his hands for attention, it means high-class, confidential and representative service that obtains results.

All agency affairs are given the personal attention of Mr. Harris, and offices are maintained at 323-325-327 Byrne Building, Los Angeles, where contracts are entered into and details perfected.

The success of the Nick Harris Detective Agency system has become so notable that many smaller agencies have attempted to copy some of the ideas, but in most instances have failed because of the splendid Harris personal efficiency methods.

As a booster and worker for the best interests of Southern California Nick Harris enjoys a splendid prestige. He is a man of affairs and an able officer, whose record for achievement ranks him as one of the leading detectives of the United States.

MERRITT-JONES HOTEL.

Under the proprietorship of Ward McFadden, a capable and experienced hotel man, the Merritt-Jones Hotel at Ocean Park has become one of the best-known resort rendezvous of Southern California.

The hotel building is absolutely fireproof, has every modern convenience, 153 rooms, single and en suite, many with private bath, and all furnished in a refined and comfortable manner.

Special features include beautifully decorated parlors and reception-rooms, private dancing parlors, finely appointed, with waxed floor, piano and furnishings for the serving of refreshments, inviting rest-rooms, etc.

An indoor plunge and hot salt water baths are convenient, and a grill and buffet operated in connection provide all attractions, while the finest beach and amusement features add interest.

The Merritt-Jones Hotel is open all the year, and is conducted on the American and European plans, offering exposition visitors and tourists, residents of Los Angeles and others an ideal place where one may enjoy the luxuries of a city hotel at a famous seaside resort. All is within easy reach of Los Angeles by rapid and frequent electric cars and by automobiles over fine boulevards.

When one considers this hotel, its management and numerous attractions—with grand lobby, parlors, cafe, tango hall—it is worth while to make the Merritt-Jones Hotel a place of residence during the stay in Southern California.

Ward McFadden is one of the best-known of beach boosters, who has been identified with progressive growth and development of this section for years.

WALTER P. STORY BUILDING.

One of the handsomest and most attractive of the great office buildings of Los Angeles, the metropolis of the rapidly-growing Southwest, is the Walter P. Story building, located at Sixth and Broadway, in the center of the heart of the real business section of this city.

The towering structure is twelve stories high, of class A construction, built of reinforced concrete on steel frame and absolutely fireproof.

Every modern convenience is found in this building, which has its own power plant for generating electric lights and heating. Modern elevators of hydraulic power furnish efficient service.

Providing every requisite for high-class tenants, the Walter P. Story building meets every requirement, and there is a steady demand for offices in this structure by representative business and professional interests.

The finishings are most artistic and beautiful in designs and effects. The entire interior is finished in Tobasco mahogany, the entrance is a feature in white marble, and the broad hallways are finished in marble of high polish. The floors are of a dull marble effect.

The building is a credit to its owner and gives substantial evidence of the faith Mr. Story has in the present and future of Los Angeles.

Walter P. Story, owner of this magnificent structure, is one of the leading men of affairs of Southern California. He has been identified with the growth and development of the more substantial interests of this city and the country surrounding for many years, and it is such men who are responsible for the great prestige enjoyed by Los Angeles throughout the civilized world.

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LOS ANGELES, CAL.

CELEBRATED CHINESE HERBALIST

Fifteen Years of Success in Los Angeles

DR. T. LEUNG
1619 West Pico

A visit to Dr. T. Leung's home on West Pico street is most interesting. Here one finds men and women in all walks of life, in consultation with this famous herb specialist, whose prestige extends throughout this country and Europe.

Bankers, financiers, lawyers, brokers and men of affairs, also workingmen and wage-earners, come to Dr Leung for aid. He is one of the most noted herb specialists in this country.

Dr. Leung has in his office a very representative and complete library covering herb life and the great curative powers of herbs (about 400 volumes,) perhaps the most complete library of its kind in America.

Dr. Leung's success as an herb specialist is due to his wide knowledge of human nature and thorough familiarity with herbs of all kinds. His success here has been remarkable, especially so when his knowledge of English was at first so limited. He is recognized as one of the leading Orientals, and is well posted on American affairs and conditions; is familiar with our leading public men and political conditions, enjoying the friendship of many notables.

From the beginning of his career in Los Angeles, Dr. Leung has attracted a clientele among the best class of people. His practice has grown until now thousands of people come to him for professional advice. His success as an herbalist is exceptionally bright. He is a graduate of Peking College, and practiced both in Peking and Canton. He came to this country in 1899 and has won a splendid prestige. He was at Ninth and Olive streets fifteen years, and moved to Pico street January 1, 1914. He possesses that rare knowledge of herbs that is so beneficial and curative. His familiarity with nature aids greatly in his successes.

Dr. Leung has erected a beautiful $35,000 home at 1619 West Pico street, fitted up handsomely as an office and home place, having an attractive reception-room and most inviting appearance. It is one of the most interesting homes owned by an Oriental on the Pacific Coast. He is married and has a happy family of six children, all of whom expect to become wideawake Americans. He cordially invites the public to visit his offices when in need of professional services.

UNION TOOL COMPANY

LARGEST MANUFACTURERS IN THE WORLD
OF
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These engines are built in various types and sizes, and operate on LOW GRAVITY CALIFORNIA FUEL OILS. They are suitable for pumping, electric service and all classes of general power work.

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SALES OFFICES—UNION OIL BUILDING
Los Angeles, California

California's Diversified and Wonderful Fruit Crops

Bright Prospects of California's Sugar Industry.

WORTH WHILE.

TO PROPERLY understand the beet sugar industry of California it is necessary this year to take into consideration two all-important factors now intimately affecting it, first the momentous effect of the European war upon the world's sugar production, and secondly, the restrictive influence of the Democratic sugar tariff reduction with the still greater evil pending of free sugar in 1916.

To begin with, the world's sugar situation viewed in the light of the titanic struggle abroad must be analyzed in order to gauge in some measure what its relation will be to the future sugar production of the United States. As was to be expected, the war caused the instant demoralization of international shipping, the countless converging lines of which constitute the life arteries of business and trade. Thus suddenly war flurried the sugar market and the markets for all the necessities of life. Speculators in the United States, by reason of their frenzied contracting for actual and anticipated crops of our own and Cuban sugar, endeavored to boom a great volume of sales at fabulously high prices, with the result that producers hung on for still higher prices and the housewives of the whole country rushed to fill up their sugar barrels to escape paying prohibitive prices. The net result of speculation invariably being a reaction with a decline in prices, sugar has since descended to nearly the price that obtained before the war.

Had the sugar factories of California and the other beet-sugar-producing States been able to unload large amounts of the 1914 season's output at the top-notch prices prevailing for a while, they would have experienced more gratifying returns than ever before, and would have been able to pay the growers a higher scale for their beets. But they were not permitted to accomplish this because a considerable portion of the output already had been sold at pre-war prices, it being the business policy of the factories to negotiate sales early in the season.

However, now that the first wild fluctuation following the opening of the war is past and the enormous demands of the countries at war are beginning to be felt in a clamor for sugar and other foodstuffs, the world faces the highest price of sugar it has yet experienced. This condition is an urgent invitation to the beet growers in California and other States to plant heavily to meet the unprecedented future demand. Prices to beet growers are certain to ascend proportionately with the increase in price of the refined product.

* * *

THE LARGE CONSUMERS.

A glance at the statistics showing the world's production and consumption of sugar makes clearer the condition. According to the figures compiled by Truman G. Palmer from authoritative sources the world's sugar production for the fiscal year 1910-1911 amounted to 8,566,814 tons of cane sugar and 8,503,970 tons of beet sugar, making a total of 17,070,784 metric tons. The sugar consumption of the world during the same year was as follows: Continental Europe required 5,300,431 tons. The next largest consumer of sugar was the United States, which required 3,406,205 tons. Then followed British India, consuming 3,074,576 tons, practically all of which it produced in a low-grade quality not desired by other refiners. The United Kingdom consumed 1,899,513 tons, the bulk of which it secured from Germany and other continental nations, all of them now involved in war or radically hampered by it so as to not be able to export. To the balance of the world was allowed 3,490,129 tons of sugar.

The United States, considered as a single nation, is the largest consumer of sugar, the higher scale of wages and better standard of living prevailing here clearly accounting for this. The sugar which the United States used in 1910-1911, quoting the same figures, came from the following sources: Cuba furnished the largest amount, or 1,431,888 tons (at the 20 per cent. tariff reduction allowed here;) 514,963 tons consisted of domestic beet sugar and 299,699 tons were the product of Louisiana and Texas cane; 489,974 tons came from Hawaii (free of duty;) 286,128 tons from Porto Rico (free of duty,) 171,112 tons from the Philippines (free of duty) and other foreign sugar was imported to the extent of 202,359 tons (at full duty.)

These figures reveal the fact that the United States produces in her own continental territory but 807,662 tons of the entire 3,406,205 tons annually consumed. If the sources of foreign cane and beet sugar were suddenly closed to the United States, thus depriving it of 1,634,147 tons, there would remain only 1,772,158 tons of domestic and insular sugar to draw upon. The possibility of a sugar famine hence is impressed upon us, assuming, as is now actually happening, that England and other countries should draw heavily upon our sources of supply. The necessity of encouraging the production of more beet sugar in the United States, which has something like 200,000,000 acres of land available for sugar beet culture, is quite evident.

* * *

MORE BEETS CALLED FOR.

The results of the war to date show the actual diminution of the United States' foreign supply of sugar because of England's seeking to make up her loss of 1,500,000 tons ordinarily imported from continental Europe by drawing heavily on the 1914 Cuban crop of 2,500,000 tons. Furthermore, in safeguarding herself against future shortage Great Britain also purchased an immense amount of sugar from Java and Mauritius, estimated as worth $90,000,000, thus stocking up for probably six months to come. But at the end of that time the United Kingdom will be angling for more sugar, and most likely will bid against the United States for the next Cuban crop. At the same time Continental Europe will begin to feel the sugar shortage. In the course of the widespread military depredation going on, leaving incalculable losses, agricultural and industrial, in its wake, a great part of this year's sugar-beet crop is certain to be destroyed or utilized in the feeding of cavalry horses and stock. From English market reports the indications are that not more than one-third of the crop will be converted into sugar. And remembering that an embargo has been placed on all foodstuffs, it is not likely that much of this sugar will be exported. Allowing for a natural reduction in sugar consumption everywhere, owing to financial stress, there is a sugar shortage in sight which promises to be the most serious in history. Of a necessity most of the area hitherto planted to sugar beets will be turned to the growing of cereals to provide against sweeping famine, thus cutting off from the world's sugar supply 45 per cent. of the normal.

In view of these impressive facts it indeed would be a criminal lack of foresight and energy if the United States government did not concern itself with the protection and encouragement of the beet sugar industry at home instead of acting, as it is now doing, as the champion of foreign competitors by legislating reckless tariff reductions tantamount to their preferment over the American producer.

* * *

TARIFF PROTECTION NEEDED.

On the tariff question California stands with the other beet-sugar producing States appealing for substantial aid in upbuilding the industry to a size commensurate with the national consumption of sugar. A general reduction of 25 per cent. on foreign sugar went into effect on March 1, 1914, meaning a reduction from 1.685 cents per pound for 96 per cent. test raw sugar to 1.256 cents per pound, and on sugars imported from Cuba—which under treaty have a preferential of 20 per cent. reduction—it leaves a duty of 1.0048 cents per pound until May 1, 1916 when this schedule will be abandoned and the free-sugar clause becomes effective.

Little as this reduction seems in relation to a single pound when referred to the many millions of pounds imported by the sugar refiners of New York, it means a differential of millions of dollars which is mostly absorbed in the profits of these monopolists and not divided with the consumer. While the government will annually forfeit the sum of over $52,000,000 in the loss of revenue through free sugar, judged from past performances, the New York sugar refiners will profit by the occasion to increase their already great dividends by additional millions of dollars. The low tariff has brought about the closing of a number of beet sugar factories and in the event of free sugar in 1916 it is positive, on the assurance of the factories themselves, that all plants will permanently close their doors.

Should this calamity come to pass in California alone the loss of its ten factories would render idle and unproductive an investment of over $50,000,000, make barren a considerable portion of the 100,000 acres growing beets, and finally throw thousands of skilled workmen and day laborers out of employment.

Before working the ruin of the American beet sugar industry the Democratic tariff theorists should profoundly consider the superb protective policy which Germany has followed. The sugar industry in Germany has proven a case of "the proof of the pudding is the eating." Germany has tested the protective tariff and found it successful. Germany fostered the early growth of the beet sugar industry by establishing export bounties, the building and endowment of governmental schools for the education of farmers in beet growing, and most important of all, a high rate of duty was levied on foreign sugar, affording the young industry elbow room in which to expand. The results of these wise measures have been that during the sixty-three years in which Germany has been producing sugar, her combined output has amounted to 54,000,000 tons of sugar valued at $4,720,000,000, of which there was exported 26,000,000 tons, drawing from the outside world the sum of $2,500,000,000. Under the protective tariff policy Germany has become the greatest beet-sugar-producing country in the world and now besides supplying her own consumption she annually exports $50,000,000 worth of sugar to other countries.

In contrast to Germany's admirable case behold the laggard position of the United States among the sugar-producing countries of the world! With virgin soils as against Germany's intensively farmed soils, the United States today, exclusive of its insular territory, is producing barely 900,000 tons of beet and cane sugar out of the tremendous consumption of 3,406,205 tons. And this country from 1846 to the present time has had to import $5,200,000,000 worth of foreign sugar, thus making the country poorer by that amount. Had the United States encouraged the production of sugar at home to the point of meeting the national demand, American farmers and wage-earners would be receiving not only the $100,000,000 annually sent abroad for sugar, but additional hundreds of millions of dollars in extra yield of cereals caused by the expansion of the sugar-beet acreage.

* * *

CROP ROTATION.

On the subject of the influence of the sugar-beet root in materially increasing the output of cereals, much can be said of real value to the Californian growers as well as to those of the whole United States. It is a peculiar and almost unbelievable fact that the American farmers who have distinguished themselves for such remarkable astuteness in money matters and for technical knowledge in the science of farming have ignored and disproved of the foreign method of rotating the beet root with cereals for the purpose of renewing the soil and increasing the yield of grain. For many years our farmers have labored under the misapprehension that the sugar beet is detrimental to the growing of other crops on the same soil. Nothing could be farther from the truth. Long experience in Europe has proven that the rotation of the hoed root crop one year in every four with cereals is responsible for a much higher yield per acre of grain than otherwise could be obtained. Through application of this method the worn-out soils of Europe have been rejuvenated so that the combined average yield of wheat, rye, oats and barley from an acre of land in Germany is 39.4 bushels, in Holland 41.9 bushels and in Belgium 51.9 bushels, as compared to only 21.6 bushels of the same crops from virgin soils of the United States. It is estimated by Truman Palmer, a recognized authority on farm statistics, that whereas the 200,000,000 acres devoted to corn, wheat, rye, oats and barley in the United States in 1909 produced crops to the value of $3,000,000,000, had this same area produced as many bushels per acre as were produced in rotation with sugar beets by the growers reporting to Mr. Palmer in experiment, and at the same price per bushel, their crops would have returned them $6,900,000,000, or an increase of $3,900,000,000. The value of this remarkable sugar beet and cereal rotation system if applied in the State of California alone would be so enormous as to command the immediate attention and study of the California growers.

The beet sugar industry in California has reached large proportions within a very short space of time, and now supplies about 30 per cent. of the country's beet sugar. The area planted to sugar beets in 1914 totaled about 108,000 acres, from which was harvested approximately 1,000,000 tons of beets. This showed a falling off from 1913 of nearly 20,000 acres and a shrinkage in tonnage due to the adverse effect of the tariff reduction. This season there were ten factories in operation in the State with a combined daily slicing capacity of 12,000 tons, or an output of 35,000 bags of sugar daily. These factories are scattered from Monterey and Santa Cruz counties in the north to Orange county in the south, with the largest number in Southern California. The largest plant is that of the Spreckels Sugar Company at Speckels, which also is said to be the largest beet sugar factory in the world.

Some idea of the extent and influence of the California sugar factories upon the prosperity of the community may be gained from the following figures relative to the American Beet Sugar Company's factory at Oxnard: Its daily slicing capacity is 3000 tons, or 300,000 tons per season. In one season it has paid $1,800,000 to the growers of beets, $500,000 to employees, $700,000 to the railroads, $125,000 for fuel, $75,000 for limerock, $250,000 for coke and $250,000 for other supplies. Since its erection in 1898 it has paid out $15,000,000 to farmers, $5,000,000 for labor, $4,000,000 for supplies and $6,000,000 to the railroads. Figures as imposing as these convey a glimpse of the vast economic importance of the beet-sugar industry in this State.

To sum up the situation in California, too much praise cannot be given to this wonderful agricultural industry as a potent factor in the development of great tracts of unreclaimed land and creating in their vicinity flourishing communities.

* * *

OUR BEET LANDS.

Conservatively estimated there are 200,000 acres more in this State which can be turned to the cultivation of sugar beets with big profits to the growers. With this, in addition to the present 100,000 acres or more now growing beets, planted in systematic rotation with cereals, the agricultural wealth of California could be augmented by millions of dollars.

Allowing the growers an average yield of ten tons of beets to the acre and an average return of $6 per ton, and possibly much more if the war brings a sugar shortage, it is fair to state that in the entire United States there is no class of farmers more prosperous and better satisfied than are the sugar-beet growers of California.

However, this condition and all future hopes for the industry are dependent upon the reversal of the Democratic party's free sugar programme for 1916. The consummation of such a law as is now proposed by these tariff bunglers would constitute the signing of the death warrant of the American beet-sugar industry.

L. B. M'CONVILLE.

The Year's Tuna Pack.

[Western Canner and Packer:] Mr. W. V. Ambrose of the Tuna Packers' Association estimates the tuna pack of Southern California for the season of 1914 at 300,000 cases, valued at $2,000,000. Conservative estimates based on the requests received for more tuna than could be supplied leads Mr. Ambrose to believe that double the present pack could be disposed of if the fish could be secured. Tuna is selling at the same price as salmon in both the eastern and western markets and the tuna bids fair to become equally popular with the salmon on the tables of American families.

Dr. Hugh M. Smith, chief of the Bureau of Fisheries, has ordered the Albatross, the government vessel used in behalf of the salmon industry, to spend some time in the waters of Southern California so that observations may be made toward determining an effective policy for the conservation of tuna.

The Albatross is making observations of the tuna in the vicinity of San Pedro, Santa Catalina and San Diego and will probably proceed down the west coast of Mexico to investigate the bays and coves in which it is thought the fish spawn.

Anaheim's Citrus Crop.

[Santa Ana Register:] The Anaheim Citrus Fruit Association closed its season's shipping activities with the most successful year in the history of its organization.

A grand total of 325 carloads of prime fruit were sent out by the association for the season, which is more than 125 carloads greater than that sent out last year.

In the way of prices, the association has been highly successful, obtaining in numerous instances the highest prices in the New York market. One particular brand sent out by the association has brought large fame and a corresponding big demand for it, that is the "Mother Colony" brand, selected and packed with the utmost care.

Small Bags of Walnuts.

[Whittier News:] In years past many good walnuts have been mixed with nuts of inferior grade after leaving the packing-houses in this State, which has been detrimental to the reputation of the business. Accordingly this year the Los Nietos Walnut Growers' Association adopted the plan of shipping nuts in bales containing twenty-five four-pound sacks. This gave the ultimate consumer the advantage of getting the nuts in the original package, thus assuring the exact quality purchased. The nuts packed in the special four-pound bags sell to jobbers at a cent a pound more than otherwise, which increased price pays the extra expense of packing them in this manner.

An Invitation.

Come to California where the days are the most joyous, the people the most hospitable, the surroundings most delightful, where a man or his family who are not supremely happy ought to consult their liver.

OF ALL KINDS.

AUTHENTICATED figures can't lie, but figures alone often fail to bring home the full truth of the matter with which they deal. Certain computations, as reckoning the number, sizes and distances of the stars, are too vast for the human mind to grasp comprehensively. Some similar difficulty besets the demonstrator who

raisin-growing district, though in almost every county raisin grapes can be grown. Fresno county alone now produces about 60 per cent. of California's raisin crop, and nearly twice the total quantity produced by Spain, once the raisin center of the world.

The dried apricot pack for 1914 was approximately 18,000 tons and the dried peach 27,000 tons. Peaches are grown all over the State, Los Angeles being one of the counties

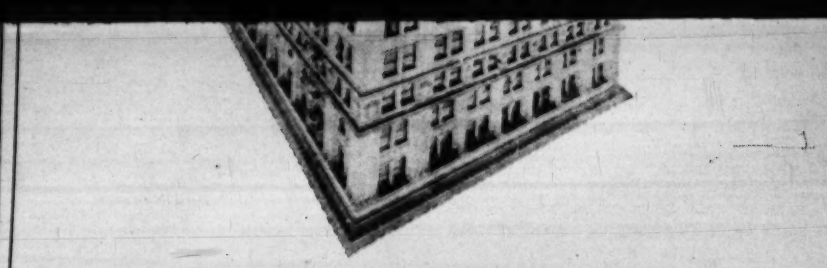
can demand. After that there will still be foreign markets to capture.

Indeed the olive industry in time will bring into the State sums as great as the citrus fruits are already doing. Olives, with the varnishing meat supply, are becoming every year more of a necessity. As a complete diet the olive contains all the essential life-giving elements. It is a great tissue builder;

grow well in any district adapted for the orange or lemon and will flourish along the foothills of the south.

Threshing the Crops.

Threshing the wheat, barley, bean and alfalfa seed crops in Southern California is conducted by a method much different from



The Merchants National Bank.

Hellman Commercial Trust & Savings Bank
Los Angeles, Cal. :: An All Night and Day Banking Institution

THE FARMERS AND MERCHANTS NATIONAL BANK OF LOS ANGELES.

The foundation of the now Farmers and Merchants National Bank of Los Angeles was laid by the establishment on September 1, 1868, of the banking house of Hellman, Temple & Co., composed of Isaias W. Hellman, F. P. F. Temple and William Workman, with Isaias W. Hellman as the managing partner.

On February 16, 1871, the Farmers and Merchants Bank was incorporated, succeeding to the business of Hellman, Temple & Co., with Hon. John G. Downey as president and Isaias W. Hellman as cashier, and the following as trustees, whose names are coupled with Los Angeles history: John G. Downey, I. W. Hellman, O. W. Childs, Matthew Keller, John S. Griffin, S. H. Mott, C. E. Thom, George Hausen, Jose Mascarel, Christian Henne, William H. Perry, J. M. Griffith, A. B. Chapman, James F. Burns, Leon McL. Baldwin, Charles Ducommun, William H. Workman, Andrew Glassel, Frank Lecouvreur, H. W. Hellman, David Salomon, Domingo Amestoy and Isaias W. Hellman.

Of the above all but five, Capt. C. E. Thom, A. B. Chapman, William H. Workman and James F. Burns and Isaias W. Hellman, have passed beyond the Great Divide.

On July 19, 1876, Isaias W. Hellman was elected president and Frank Lecouvreur cashier. On April 29, 1878, John Milner succeeded Frank Lecouvreur as secretary and L. C. Goodwin was elected vice-president. On February 7, 1903, the bank entered the national banking system under the title "The Farmers and Merchants National Bank of Los Angeles," which has continued to date.

The present officers of the bank are: Isaias W. Hellman, president; J. A. Graves, vice-president; I. W. Hellman, vice-president; T. E. Newlin, vice-president; H. F. Stewart, vice-president; V. H. Rossetti, cashier; Gustav Heimann, assistant cashier; John Alton, assistant cashier; J. M. Hutchison, assistant cashier.

Mr. Isaias W. Hellman, president, has been at the head of the institution continuously since July, 1876, and actively up to March, 1890, when he acquired control and assumed the presidency of the Nevada Bank, now the Wells Fargo Nevada National Bank of San Francisco.

He is regarded as one of the ablest financiers in the United States, conservative, but at the same time aggressive, to the end that his customers and the community are best served. He has done much toward the upbuilding of the entire Pacific Coast, and his natural economic and financial genius is too well known to need mention.

He is also president of the Wells Fargo Nevada National Bank of San Francisco, the Union Trust Company of San Francisco and interested largely in other banking institutions up and down the Pacific Coast.

Mr. I. W. Hellman, Jr., vice-president, was born in Los Angeles, and spent his earlier youth here. He is also vice-president and manager of the Union Trust Company of San Francisco, vice-president of the Wells Fargo Nevada National Bank, San Francisco, and Columbus Savings and Loan Society of San Francisco. He is possessed of a keen financial mind, and is regarded as a very broad, progressive and conservative man of affairs. He is active in the interests of the institutions which he so ably represents, and is ever ready to take part in any undertaking resultant of good to the Pacific Coast, and particularly California.

Mr. J. A. Graves, vice-president, located in Los Angeles in June, 1875, and engaged in the practice of law. The firm of Graves, Shankland and O'Melveny was analogous to Los Angeles and its earlier history. In May, 1901, Mr. Graves was importuned by Mr. Isaias W. Hellman to accept the vice-presidency of the bank, and which he continues to this date. He is a man of high character, possessed of sound judgment, frank and forceful, and one always to the front, both financially and otherwise, for the good of the community. He is of keen foresight, a valuable asset in the business of banking.

Mr. T. E. Newlin, vice-president, located at Los Angeles in July, 1887, hailing from Lawrence, Kan., where he was engaged in banking. Shortly after coming here he removed to Whittier, but the call of Los Angeles was too strong for him, so he returned in 1893, and in 1894 was elected County Clerk of Los Angeles county, retaining this office until October, 1901, when he assumed the vice-presidency of the California Bank of this city, resigning the latter office to become vice-president of the Farmers and Merchants National Bank of Los Angeles. Possessed of mild manner, and all the essentials of a banker, Mr. Newlin is truly a valuable adjunct in the official council of the bank.

Mr. H. F. Stewart, vice-president, located in San Francisco in 1900 from Oneonta, New York, and removed to Los Angeles in 1903, where he entered the service of the Pacific Electric Company, remaining until March, 1905, when he became assistant cashier of the Mercantile Trust and Savings Bank. The latter institution was succeeded by the Southern Trust Company in October, 1907, and he became its vice-president and manager, subsequently assuming the vice-presidency of the Farmers and Merchants National Bank of Los Angeles in March, 1912. His personality has won for him many friends, and, combined with his ability and knowledge of banking, makes him a factor in the management of the bank.

Mr. V. H. Rossetti, cashier, assumed the cashiership in July, 1911, succeeding Mr. Charles Seyler, coming from San Francisco, where he held the position af assistant cashier of the Wells Fargo Nevada National Bank. His banking experience covers a period of twenty years, a good part of it under that able financier, Mr. Isaias W. Hellman. An affable greeting always awaits anyone having occasion to pay him a call, and extension of courtesy seems to be his byword.

Mr. Gustav Heimann, assistant cashier, entered the service of the bank in 1874. Mr. Heimann possesses the qualifications that well fit him for the duties that devolve upon him. He is untiring in his efforts in the upbuilding of the business of the bank, and his affable and courteous treatment of its customers has made for him many friends and adherents.

Mr. John Alton, assistant cashier. Mr. Alton's service dates from December, 1886, and he has proven himself a very efficient member of the bank's staff. One has but to come in contact with Mr. Alton to appreciate his qualities as a banking official.

Mr. J. M. Hutchison, assistant cashier. Mr. Hutchison became identified with the institution in April, 1894, and following a varied experience in its many departments was rewarded for his diligence and faithful performance of his duties by his election to an assistant cashiership in August, 1913.

The bank owns the premises in which it is housed. The banking-room proper is commercially modest, and the most modern equipment is always maintained in the attainment of the highest efficiency. It is always its aim to extend to every customer every courtesy and facility.

The conservatism of the bank needs no mention, and one has but to take note of the large reserves maintained to realize that the interest of its depositors is not subrogated to that of its shareholders, and that its policy has been the sacrifice of undesirable volume in the application of the fundamentals.

BEN WHITE, REAL ESTATE.

Established in the real estate and investment fields of Los Angeles and Southern California for nearly a quarter of a century, Ben White greets the thousands of visitors expected in Los Angeles during the year 1915 attending the great expositions at San Diego and San Francisco, and invites them to make his offices, 304 Bryson building, general headquarters for real estate and land information.

Mr. White has had extensive experience in handling large and small tracts of citrus and deciduous fruit lands. His long experience qualifies him as a capable and expert judge of lands, locations and values, and he is ever ready to give this information to those interested in purchasing reliable properties. He has also a selected list of city and suburban properties in Los Angeles and near-by cities and towns.

Ben White has been a representative factor in aid of the land, industrial and development interests of Los Angeles and Southern California, and is one of the city's wideawake men of affairs who have faith in this wonderful city and surrounding country.

He is a member of the Chamber of Commerce, the Municipal League and the B.P.O. Elks, and is affiliated with the Los Angeles Athletic and Jonathan Clubs, also member of the Maccabees, and other organizations fraternal and social.

Mr. White for some years owned one of the most attractive orange groves of the Corona section, which he sold for $100,000, and he is interested in a number of valuable properties that add prestige to this section of Southern California.

DAVIS & GOETZ.

Specializing in exchanges — California property for eastern—and dealing extensively in large and small acreage tracts in California and other States, Davis & Goetz, 223 Story building, Los Angeles, have built up a steadily-growing real estate, land and exchange patronage.

Eastern offices are maintained at 717-20 Plymouth building, Minneapolis, and a selected list of Minnesota and Middle West properties are kept on the sale and exchange lists, while in California they offer alfalfa ranches, fruit farms, citrus fruit ranches and desirable city and country property for sale and exchange.

Davis & Goetz are capable and experienced business men familiar with conditions in the East and West, and they cordially invite investors to make their offices headquarters.

HOME SEEKERS' BUILDING CORPORATION.

This company, with headquarters at 504-8 Black building, was established in 1907 and incorporated in February, 1911. In addition to improving its own tracts, it does a very large business in financing, designing and erecting bungalows, residences, flats and apartments for parties owning vacant property.

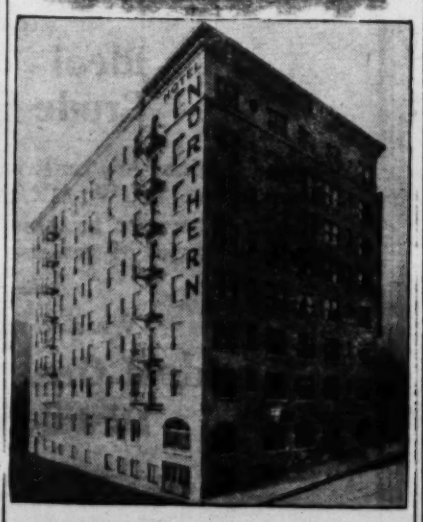
The company's invariable policy of a square deal to all, and its determination to absolutely satisfy every customer, have resulted in a sustained and substantial growth. The business for 1914 has greatly exceeded that of 1913, and prospects for 1915 indicate that it will be far the best year in the company's history.

An attractive bungalow book is issued for the convenience of prospective customers.

The business is under the personal supervision of H. R. Taylor, Jr., president; M. M. Olin, vice-president, and C. W. Taylor, secretary and treasurer.

THE NEW FIREPROOF

HOTEL NORTHERN



Rooms with privilege of bath
One Person, $1.00 to $2.00.
ROOMS WITH BATH.
Steam Heat, Hot and Cold Water and Telephones in every room.
420 WEST SECOND STREET—Near Hill
LOS ANGELES, CALIFORNIA.

The National Bank of California

H. W. HELLMAN BUILDING, FOURTH AND SPRING STREETS

Los Angeles, California

CONDENSED STATEMENT

From Report to Comptroller, Oct. 31, 1914.

RESOURCES		LIABILITIES	
Loans and Discounts	$3,746,444.42	Capital Stock Paid in	$ 500,000.00
United States Bonds at par	500,000.00	Surplus and Undivided Profits	216,606.04
State, County and Other Bonds	312,951.45	Circulation	561,500.00
Real Estate, Fur., Fixt. and Safe Deposit Vault	83,484.08	Bond Account	50,000.00
Foreign Exchange Gold Fund	6,525.00	Letters of Credit	37,101.33
Redemption Fund with U. S. Treasurer	30,000.00	Rediscounts	500,000.00
Customers Liability under Letters of Credit	37,101.33	**Deposits**	**4,352,092.74**
Cash and Sight Exchange	**1,500,793.85**		
	$6,217,300.13		$6,217,300.13

OFFICERS

J. E. FISHBURN, President — R. I. ROGERS, Vice-President — C. W. PROLLIUS, Asst. Cashier
W. D. WOOLWINE, Vice-President — H. S. McKEE, Cashier — G. S. PICKRELL, Asst. Cashier

DIRECTORS—N. B. Blackstone, F. W. Braun, O. H. Churchill, J. E. Fishburn, F. W. Flint, Jr., H. W. Frank, Harry Gray, S. C. Hubbell, H. S. McKee, H. M. Robinson, R. I. Rogers, O. A. Vickrey, W. D. Woolwine.

88500 Depositors

The SECURITY TRUST & SAVINGS BANK has today as many depositors as the city of Los Angeles had population only as recently as 1895.

Figuring on a basis of five people to a family, which is the basis of approximation used by the census bureau, this bank carries the equivalent to an account for almost every family in Los Angeles.

Think of 88,500 people patronizing one bank in a city of five hundred thousand! This one significant expression of public confidence tells the whole story of the SECURITY'S safety and efficient service.

The SECURITY pays the highest rates of interest consistent with safe banking:

4% on Term Savings Accounts; interest credited twice a year. 4%

3% on Special Savings Accounts; interest computed every month on the minimum monthly balance, providing it does not fall below $300. 3%

2% by arrangement, on Checking Accounts, when daily balance is $1000 or more. 2%

SECURITY TRUST & SAVINGS BANK

Oldest and Largest Savings Bank in the Southwest

SECURITY BUILDING, Fifth and Spring — EQUITABLE BRANCH, First and Spring

Bright Prospects of California's Sugar Industry.

California's Diversified and Wonderful Fruit Crops

OF ALL KINDS.

AUTHENTICATED figures can't lie, but figures alone often fail to bring home the full truth of the matter with which they deal. Certain computations, as reckoning the number, sizes and distances of the stars, are too vast for the human mind to grasp comprehensively. Some similar difficulty besets the demonstrator who attempts to bring home to inquirers by means of figures alone the vastness and importance of the various fruit industries in the State of California.

Figures that exceed the million mark in dollars, tons, acres or any units of measurement are not generally thoroughly comprehended by those who employ or by those who study them.

Everyone knows vaguely that California is par excellence a marvelous fruit producing country, in variety of its products and value of its crops easily leading the horticultural procession. Roughly speaking the fruit crops of California may be divided into three main groups, the citrus, the deciduous and the nut and berry variety. Of these, in value and importance the citrus fruit ranks highest.

In the counties of Los Angeles, San Bernardino and Riverside citrus fruits take precedence among soil crops, while in Ventura, Orange, San Diego and Imperial they play a leading part in the wealth of those counties. Fresno and Tulare counties in the San Joaquin Valley are fast bringing the citrus belt of the north into line with the achievements of the southern counties.

One-third of the total orange crop of the State last year was shipped from San Bernardino county, 15,000 carloads in all, so San Bernardino, the Gate City, has properly been selected for holding Southern California's citrus fair. Last year's total output of oranges amounted to 45,000 carloads; this season, according to present estimates, the crop may fall a little short of this, though the number of new orchards coming into bearing may offset the probable deficit in the older groves.

* * *

BETTER PRICES COMING.

On account of the reduction in the tariff and the encouragement thus given to foreign importations the prices received last year were below the average of the four preceding years, but war conditions in Europe promise a stiffer market again for California citrus fruits. These carload lot figures mean that the average yearly output of citrus fruits from the Pacific Coast is over half a million tons. These figures mean that nearly thirty million boxes have to be made every year to handle this enormous crop, thus giving employment to thousands beside those directly concerned in growing the fruit.

Of course the cheaper freight rates via the Panama Canal will this year increase materially the price realized by the individual grower, but to what extent cannot be accurately known until the close of the season. Also on account of the smoother motion of all-water transportation there will be less damaged fruit in transit.

Of the grand total of the citrus fruit at present grown in California four-fifths are composed of oranges and one-fifth of lemons, though the general price of lemons averages higher per box. The orange was well on the way before the lemon got started, but of late years the paler fruit has been gaining on its ruddier and sweeter brother.

Our citrus fruits are already being shipped to Australia, New Zealand and European countries and with the return of normal conditions across the Atlantic foreign shipments will receive an ever-increasing impetus. If normal prices prevail the total value of the citrus crop to California growers this year will be $34,000,000.

The California Fruit Growers' Exchange deserves special mention for handling the business side of the citrus industry with honesty, vigor and consummate success. The Exchange now controls about 65 per cent. of the total output.

* * *

CANNED AND DRIED.

Next in importance to the citrus crop comes the canned and dried fruit industry. This includes prunes, raisins, peaches and apricots. A hundred thousand tons of dried prunes for last year's run takes us into figures difficult to realize. This is about the weight of six modern battleships.

Prunes are grown in many counties throughout the State, the largest contributor being Santa Clara. The San Joaquin and Sacramento Valleys, Contra Costa and Sonoma counties are also among the heaviest producers. Eighty thousand tons of California raisins should come pretty near filling the American demand for this nutritious fruit product, yet in 1913 over twelve thousand tons of raisins were imported into this country from abroad. Fresno and Sonoma counties are the centers of the raisin-growing district, though in almost every county raisin grapes can be grown. Fresno county alone now produces about 60 per cent. of California's raisin crop, and nearly twice the total quantity produced by Spain, once the raisin center of the world.

The dried apricot pack for 1914 was approximately 18,000 tons and the dried peach 27,000 tons. Peaches are grown all over the State, Los Angeles being one of the canning centers. Apricots do better in the southern States, the bulk of the crop being handled south of the Tehachepi. Export of cured deciduous fruits is steadily increasing; the agents of European powers are now bidding actively for our dried prunes, raisins and peaches for their respective armies.

On an average five million dollars worth of canned fruits are shipped yearly to England and nearly three million dollars worth of dried prunes to Europe generally. Next year these shipments promise to show an enormous increase at better prices should California produce anything like her normal crop of deciduous fruit. Canada and Australia are two of our best customers for dried fruit and raisins. In 1912, $123,000 was brought into this State from the sale of apricot kernels to Germany.

Last year 4,500,000 cases of canned fruit were put up by the various canneries in the State of California. These include apples, berries of all sorts, pears, peaches, plums and black and white heart cherries. Clingstone peaches form nearly a third of all the fruit canned in California.

* * *

WALNUTS AND ALMONDS.

Walnuts are now recognized as one of the staple money-making fruit crops of Southern California. The largest and best walnut districts are in the neighborhood of Whittier, Rivera, Los Nietos and El Monte; also in Ventura county. From an initial yield in 1895 of 2310 tons, the walnut crop has increased steadily till in 1911, the banner year, it exceeded 12,000 tons. This year the crop has fallen short of the high-water mark of 1911, but has kept up the general average increase. At from fifteen to twenty cents a pound the wealth that flows into California through this one product ought to stimulate the further planting of walnut orchards.

The almond is another of our coming triumphs in horticulture. At present the quantity of almonds grown in California is so small compared with the large shipments from abroad that foreigners can fix the price for almonds in our own home markets. This should not be. With scientific cultivation the almond tree flourishes in many parts of California, some parts especially adapted to this fruit have received no attention at all.

In the Antelope Valley, on the edge of the Mojave Desert, these trees were experimented with twenty years ago, and on account of lack of water development and through improper treatment the experiment failed and many orchards were abandoned. The experiment has now been renewed by skilled horticulturists, an irrigation system has been introduced and the almond crop will before long make Antelope Valley as famous as the navel orange has made Riverside.

The almond tree is not a regular bearer, a good yield one year being generally succeeded by a poor yield the next, but with a large and continuous acreage set out to this finest of the nut family a splendid annual income is assured. The demand for almonds is insistent and the main supply at present comes from abroad. Yet the almond will grow as readily in California as in any other country—its habitat is anyhow a limited one—the next few years ought to be marked by an extensive planting of the necessary and popular almond.

* * *

THE TREASURE OLIVE.

More valuable to California than the almond, indeed almost ranking with the citrus fruit, is her treasure trove in the olive orchard, at once the oldest and the newest of her many famous fruit products.

The first olive orchard was planted in San Diego in 1769, long before the introduction of orange or peach or even grape vine into California. San Diego is still a large producer of olives and olive oil, but now there are thirty-three counties from Shasta to the Mexican border reporting more than a thousand trees each. Los Angeles county leads with 350,000 trees in bearing and everywhere the further planting of the olive is a continuous procession.

The provisions of the Pure Food law removing the competition from adulterated European olive oil has given a tremendous impetus to the industry in California. About 100,000 gallons of oil were produced in California in 1914, and over a million gallons of pickled olives. Yet the import of oil and pickled fruit still more than doubles that of home production. It will be a long time before California, even with its increasing olive acreage, can supply the whole American demand. After that there will still be foreign markets to capture.

Indeed the olive industry in time will bring into the State sums as great as the citrus fruits are already doing. Olives, with the vanishing meat supply, are becoming every year more of a necessity. As a complete diet the olive contains all the essential life-giving elements. It is a great tissue builder; to the weak stomach and for the emaciated it is invaluable. A country supplied with an abundance of this nourishing fruit is fortified against pestilence and famine or the siege of hostile armies.

* * *

APPLES AND CHERRIES.

The bulk of the apple and cherry crop comes from the districts north of the Tehachepi. Watsonville from the Pajaro Valley reports 3500 carloads of apples and Sonoma county about 650. The northern States also contributed 260 carloads of cherries to America's fruit supply. But by no means do the northern counties enjoy a monopoly of our apple and cherry business.

In our Southern California mountains the cherry is fast becoming a factor in the market. From Yucaipa, Oak Glen and Beaumont districts carloads of this tasty fruit move eastward to the Arizona mining camps, the pueblos of New Mexico and many towns in western Texas. These have been netting the growers from ten to twelve cents a pound.

These same districts are producing crisp fine apples, as also are Julian and Compton. Some of the older Southern California apple orchards are credited with net yields of $400 an acre. Of course the ordinary cherry does not do well in the hotter parts of the State, belonging as it does to the north temperate zone. But a Russian cherry brought from the dry deserts of Asia, where it grew vigorously and produced excellent fruit, is to be tried in the deserts of Inyo and San Bernardino counties where the northern cherry has no chance. If successful it will prove a valuable addition to our fruits.

Among the minor fruits of California the quince, the persimmon and the loquat are deserving of more general attention; not only for their fruit value but for ornamental purposes in landscape gardening they recommend themselves to all of artistic tastes.

The fragrance of loquat blossoms is one of the sweetest and most delicate aromas among the flowers of the earth and the fruit has a honey tartness unlike any other flavor. No more beautiful object can be conceived than a California persimmon tree in a garden in November, when the rich red color of the ripe fruit vies with the vermilion of the autumnal foliage. The blossom of the quince is as apple blossom raised to a higher and more ethereal degree; the fruit makes a rich and luscious preserve. The pomegranate is another handsome California fruit tree that has never become a money asset to the State. Yet it is worthy of further cultivation.

* * *

ALL THE YEAR ROUND.

Blackberries and strawberries are so universally grown and used in California that to give any figures as to their quantity is almost like attempting to prepare statistics on the leaves of forest trees or the blades of grass on upland pastures. Almost every home has its berry patch, while hundreds of acres are cultivated for the market. "Strawberries all the year round," as applied to California, has become so trite an expression as to be troublesome. It's excuse for constant repetition is its unique truthfulness. For this can be asserted of no other State.

Raspberries are another small fruit extensively cultivated near the coast, where they grow to unusual size and flavor. The loganberry, formed by crossing the blackberry and the raspberry, is the largest species known in the berry world. It has an acid-sweet taste and makes fine pies and preserves. Gooseberries are confined to a small section around San Francisco bay; being a cold-weather fruit they have not become a standard crop in California.

Among later importations the date and the avocado (sometimes erroneously called the prickly pear) are growing in favor. Dates in the Imperial Valley are fast becoming another staple source of wealth to that marvelous region. According to an old Arab saying "The date palm must have its head in the fire and its feet in the water," and these conditions are fulfilled in parts of this vast territory, below the level of the sea and enjoying perpetual sunshine. The Deglet Noor, the most highly prized of all dates, has been successfully raised near Mecca and Coachella. Experts declare it to be superior to the original Algerian product. And Algiers is the only other spot where the Deglet Noor is grown.

The avocado when the popular taste has been cultivated to appreciate its excellent qualities will be another big money maker for our horticulturists, as the tree is of generous growth and a hearty bearer. It will grow well in any district adapted for the orange or lemon and will flourish along the foothills of the south.

Threshing the Crops.

Threshing the wheat, barley, bean an alfalfa seed crops in Southern California is conducted by a method much different from that pursued in some of the Eastern States. The wife of the rancher whose threshing is being done does not have to prepare meals for a big table full of hungry thresher men. The outfit here has its own commissary plant and its own waterworks on wheels. About all the operations are done out of doors. The outfit has a force of men sufficient to do all the work. The neighbors are not called in to lend a hand in exchange for help when their own threshing is done. The number of men employed varies somewhat according to the size of the separator used, but generally includes, two derrick drivers, two forkers, two "hoe downs," a roustabout and several others.

The "straw-buck" is not much employed now as most separators have blowers which automatically stack the straw and save hauling it away. The separator is set beside a stack of headed grain and is usually operated with a gasoline engine instead of a steam one like those of earlier days. The derrick men and forkers with horse noists dump the unthreshed straw on the derrick wagon when the "hoe downs" with forks bent like rakes draw it on to the feeder. That endless belt carries it to the separator. Two men are kept busy sewing sacks as they fill with grain and piling them convenient for quick counting. The men sleep in their blankets beside the stack. They are up soon after 4 o'clock and have their breakfast in the cookhouse, which is on wheels.

When one setting is finished each man knows his part and the move to the next setting is made with a celerity like that of a well-organized circus. The writer has seen such a move—and a half-mile one at that—made in eighteen minutes from the time the belt ceased to run at one setting till it started at the next one. There is a fifteen minute stop for sandwiches at 9 o'clock and an hour for dinner. The afternoon run is usually as long as daylight will permit. Then there is supper in the cookhouse and soon the crew is in blankets and asleep again. The work is hard and dirty, but the compensation is considerably higher than for ordinary ranch employment.

Discovery of Potash Salts.

The German Kali syndicate has for years dominated the world's supply of fertilizers and has controlled as well the price of cyanide of potassium, which is used for extracting gold from low-grade ores in America and South Africa. It has maintained this monopoly by reason of its ownership of the beds of potash salts in Germany. It has now been forced out of business, not only by the war, which has embargoed the shipment of manufactures of potash salts, but by the discovery in the vicinity of Barcelona, Spain, of more than 200,000,000 tons of potash salts of the highest grade in the world.

The woolen industry in South Africa, in South America, in Australia and in the United States has depended upon German potash salts for wool scouring. They are also used in other fields of industrial endeavor and a cessation of supply from the German deposits has been regarded as a calamity.

The Spanish deposits outcrop and are cheaply mined while those in German mines run down 1500 to 2000 feet and are exceedingly expensive to extract, because it is necessary to keep water seepage out of the mine.

Concessions in these Spanish deposits have already been secured by an American fertilizer company at about half the price that German potash salts have been costing, and at about one-third the cost of making potash salts from seaweed.

There are beds of potash salts in the Mojave Desert but their extent and value have not been determined.

Record-Breaking Bean Vine.

[Oxnard Courier:] One hundred and ninety-seven mature pods from one vine, containing 643 lima beans, is the result reported by J. N. French of Hueneme, County Horticulturist, who was searching for select seed for experimental purposes. The weight of the beans was one pound and eight ounces, and the vine was found in Hugh Henry's field in the Colonia. This is believed to be the record yield.

If the balance of the vines gave like results the yield would be at the rate of 262 sacks to the acre. But of course this vine was the big exception. The yield really was thirty-six sacks to the acre, which is a good yield even for this year.

The Merchants National Bank.

The picture here shows the magnificent new Merchants National Bank Building, corner of Spring and Sixth streets, completed and occupied in November, 1914. The building is twelve stories high, with a frontage of 120 feet on Spring street. The exterior and interior finish are massive and thoroughly representative of California products.

The interior of the structure is finished throughout in marble, five passenger and one freight elevator providing splendid service to tenants. Heat, light, power and ventilation are supplied by an individual plant in the basement.

The banking interior is perhaps the finest in the West, the furniture and fixtures representing an outlay of $383,416. The entire ground floor is devoted to the banking house, and it is conceded to be one of the handsomest in appointments, arranged for artistic effect and convenience, in the entire West.

The new bank building represents an investment of $1,500,000. It provides the Merchants National Bank of Los Angeles with a home that is a model, even in this notable city of magnificent financial structures.

The Merchants National Bank has a capital of $1,000,000; has $504,621.44 surplus and individual profits, has United States bonds amounting to $250,000, and subscribed $13,800 to the $100,000,000 gold bonds. It owns stocks and bonds worth $743,888, and its resources amount to $8,889,908, making it a strong and powerful factor in the banking and financial fields of Los Angeles, California and the entire Pacific Coast.

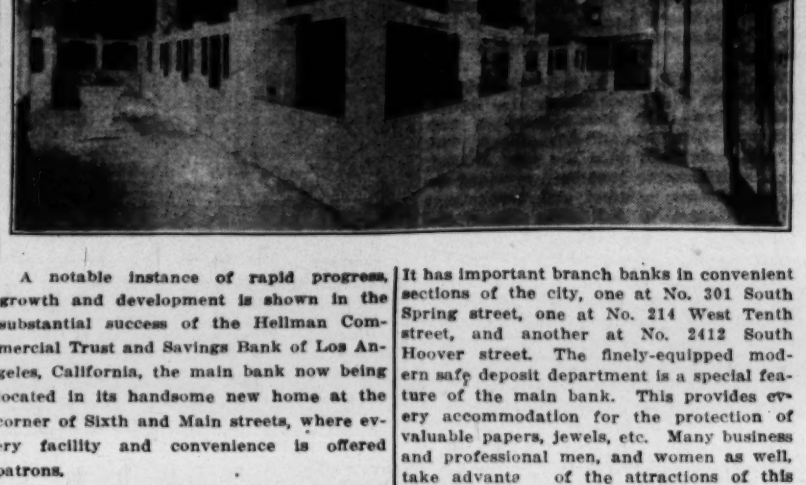
Its officers and directors are numbered among the most successful financiers, business and professional men of Southern California. They are as follows: W. H. Holliday, president; Marco H. Hellman, vice-president; W. L. Graves, vice-president; H. T. Newell, vice-president; L. C. Brand, vice-president; J. H. Ramboz, cashier; H. H. Martin, O. A. Cox and W. E. Shipley, assistant cashiers.

The directors are W. A. Barker, E. P. Bosbyshell, Marco H. Hellman, L. C. Brand, W. L. Graves, W. H. Holliday, F. M. Lyons, Will E. Keller, N. Bonfilio, H. T. Newell, E. T. Stimson, D. K. Edwards, Irving H. Hellman, W. L. Valentine and M. A. Hamburger.

The bank is a United States depository, and accounts of banks, corporations, firms and individuals are solicited. Every accommodation is extended consistent with safe and conservative banking.

Hellman Commercial Trust & Savings Bank

Los Angeles, Cal. :: An All Night and Day Banking Institution



A notable instance of rapid progress, growth and development is shown in the substantial success of the Hellman Commercial Trust and Savings Bank of Los Angeles, California, the main bank now being located in its handsome new home at the corner of Sixth and Main streets, where every facility and convenience is offered patrons.

The equipment of this popular financial house has been materially improved and many changes have been made during the past year. The premises have been remodeled to provide greater efficiency and convenience for the large and increasing number of depositors, this having been necessary on account of the rapid growth. New account windows have been added, increasing the numbers from five to fifteen, which adds to the banking facilities. Another innovation is the continuous open hours of the institution. The bank now opens at 7 o'clock Monday morning and remains open for business until midnight the following Saturday, holidays excepted.

The Hellman Commercial Trust and Savings Bank has resources amounting to over $6,500,000, a capital and surplus of $1,005,000 and undivided profits of over $130,000. It has important branch banks in convenient sections of the city, one at No. 301 South Spring street, one at No. 214 West Tenth street, and another at No. 2412 South Hoover street. The finely-equipped modern safe deposit department is a special feature of the main bank. This provides every accommodation for the protection of valuable papers, jewels, etc. Many business and professional men, and women as well, take advantage of the attractions of this department.

The officers of this institution are as follows: Marco H. Hellman, president; Irving H. Hellman, vice-president; C. R. Bell, secretary; Emanuel Cohen, cashier; H. B. Kelley, assistant cashier; Henry Schraffenberger, assistant cashier; E. R. Millar, assistant cashier; H. G. Skewes, assistant secretary; W. E. Gill, assistant secretary; C. H. Randall, assistant trust officer.

And its directors are: W. H. Holliday (chairman of the board,) L. C. Brand, Louis M. Cole, John T. Cooper, W. J. Doran, George B. Epstein, T. J. Fleming, H. C. Fryman, M. A. Hamburger, Harry L. Harris, Henderson Hayward, Irving H. Hellman, Marco H. Hellman, I. L. Hibbard, C. G. Lynch, Benjamin E. Page, E. W. Sargent, James Shultz, Willard H. Stimson and W. L. Valentine.

These men are representative of the financial, commercial, professional and industrial fields of Los Angeles and Southern California.

THE CHOOSING OF A BANK HOME THE HOME SAVINGS

In the selection of a bank home there are many important features to consider. First is the matter of choosing the bank where you instinctively feel that you are one of the great business family of the institution; a bank in which you have the feeling of being at home.

In equipment, the Home provides every convenience. It is constructed along massive and handsome proportions, built of marble, granite and steel. Every feature of the Home Bank has been installed for its patrons' use and comfort.

A feature of the Home Bank is its safety deposit department, which occupies the entire basement at its Eighth and Broadway location. Here is provided the very latest and best equipment. It affords the patrons the privacy of comfortable compartments where they may retire to examine their papers and transact minor affairs.

The history of the Home Savings Bank is a story of substantial progress and growth. Ever since its organization in 1904, with a capital of One Hundred Thousand Dollars, it has grown as consistently as this city.

Starting, as has been said, with a capital in 1904 of one hundred thousand dollars, it was increased in 1906 to two hundred thousand dollars. In 1908 the capital was again doubled and made four hundred thousand dollars. Early in 1913 the capital was again increased to six hundred thousand dollars, and today—just ten years after organization—the Home Savings Bank has attained a capital of One Million Dollars.

The Home has kept well in the van of business growth—showing knowledge of and faith in the city's development. In 1904, it was located up in the Temple Block district. Today it is located in its handsome and commodious home at the northeast corner of Eighth and Broadway.

In several instances it has merged the business and assets of other well-known banks. One of the most notable was the merging of the old and favorably-known "American Savings" into the Home Bank and the retention of the location at Second and Spring streets, and now operated as a night-and-day branch.

In addition to the main bank at Eighth and Broadway, there are six branches, viz.: The Night and Day, American Branch, at Second and Spring streets; Moneta Avenue Branch, corner Moneta and Vernon; Boyle Heights Branch, at No. 2002 East First street; Central Avenue Branch, No. 847 Central avenue; Vermont Avenue Branch, at No. 3124 South Vermont avenue; Vernon and Central Avenue Branch, corner of Vernon and Central avenues

HOME BUILDERS' OFFERING.

The thousands of exposition and world's fair visitors, homeseekers, globe trotters and others who are to come to Los Angeles during the year 1915 are cordially invited by the Home Builders, 813 Washington building, Los Angeles, to call at their offices and secure information about Fernando Fruit Farms, the ideal little two-acre, five-acre or ten-acre suburban place—something thirty minutes out by rail, just about twelve or thirteen miles from the business center of this great metropolis of the Southwest.

Fernando Fruit Farms are located directly facing the famous and beautiful San Fernando boulevard, and on the main line of the Southern Pacific Railway (valley line,) which runs in front of the property. The proposed State Highway skirts the land in the rear.

This is conceded by those familiar with Southern California to be an ideal small suburban home location. The near-by foothills add to the scenic attractions, while the tempered breezes from the valley beyond and the ocean produce conditions that are very attractive for deciduous and citrus fruits, berries and vegetables. The soil is rich—the kind that does not stick to one's feet after the rain—and you have a dependable water supply at low cost. All of which is offered on reasonable terms at the low price of $300 per acre and upwards.

Substantial improvements go with this property. The streets are graded and surfaced and the fine highway and transportation advantages are well worthy of careful consideration.

Fernando Fruit Farms as offered by the Home Builders are fine for the growing of peaches, apples, pears, apricots, oranges, lemons, walnuts, olives, melons and all vegetables. This section of the valley is practically frostless and is well located for winter products.

For small chicken ranches and country homes one will find nothing better. Chickens, turkeys, ducks and other varieties of fowl thrive on this soil. Several of the most successful poultry plants in Southern California are located almost adjoining Fernando Fruit Farms. These are big plants operating 1000 to 20,000 chickens, and when all "suburban farm" seekers fully realize that these fruit farms offered by the Home Builders are priced at one-half less than could legitimately be asked, every acre grows in active demand.

The owners of Fernando Fruit Farms invite every reader of this article to call at their office and take an automobile ride to the beautifully-located property and see the most interesting present and future section of suburban Los Angeles—the ideal small farm home territory.

Citizens National Bank.

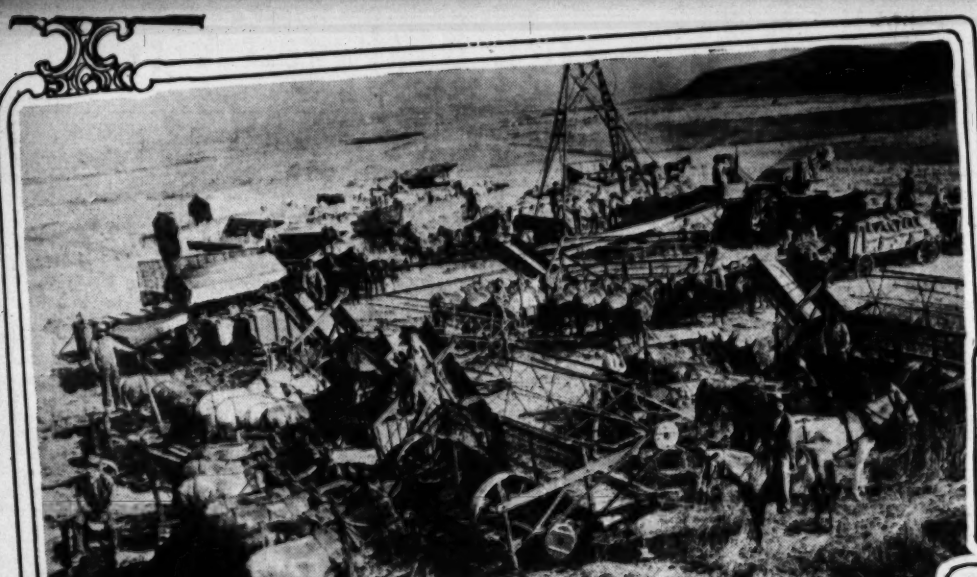
NEW HOME OF CITIZENS NATIONAL BANK ON SPRING STREET AT FIFTH. AT HOME AFTER MARCH 1, 1915. RESOURCES $14,000,000.

Officers: A. J. Waters, president; J. Ross Clark, vice-president; M. J. Monnette, vice-president; Wm. W. Woods, vice-president; E. T. Pettigrew, cashier; Geo. E. F. Duffet, assistant cashier; Geo. Bugbee, assistant cashier; H. D. Ivey, assistant cashier.

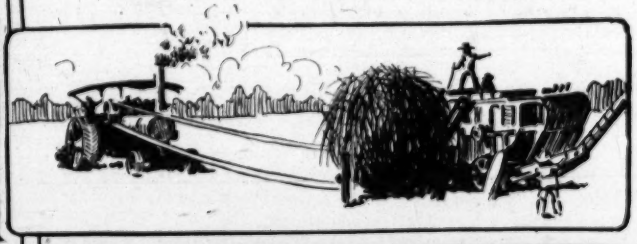
Directors: J. Ross Clark, M. J. Connell, L. J. Christopher, Albert Crutcher, J. M. Danziger, E. L. Doheny, John J. Fay, Jr., G. Fusenot, J. M. Hale, Robert Hale, W. J. Hole, M. J. Monnette, Orra E. Monnette, F. X. Pfaffinger, Geo. W. Walker, A. J. Waters and Wm. W. Woods.

The Land of the Orange and the Grape

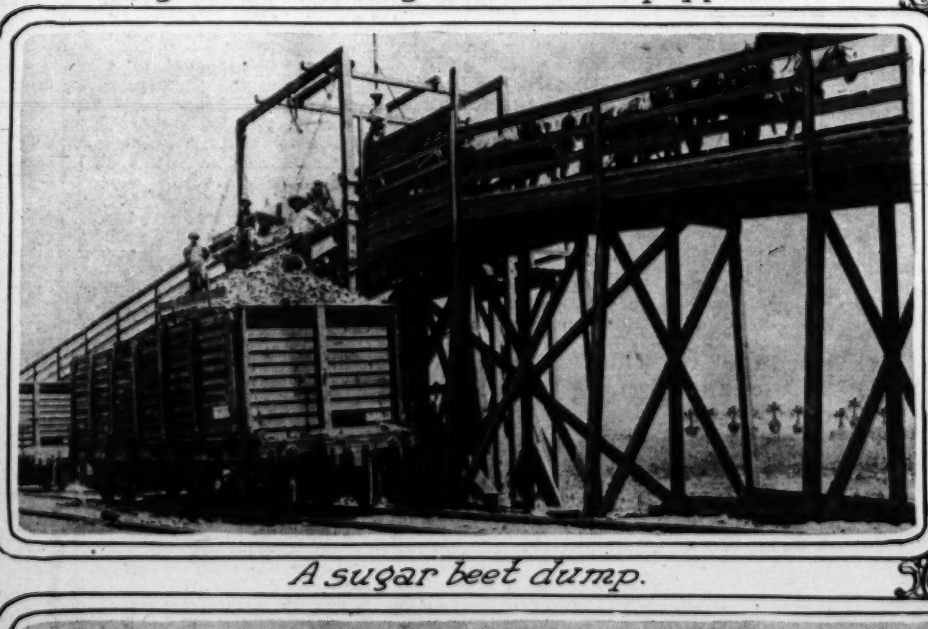
Features of the Southwestern Rancher's Life



Harvesting outfits starting out on a 10,000 acre field of grain

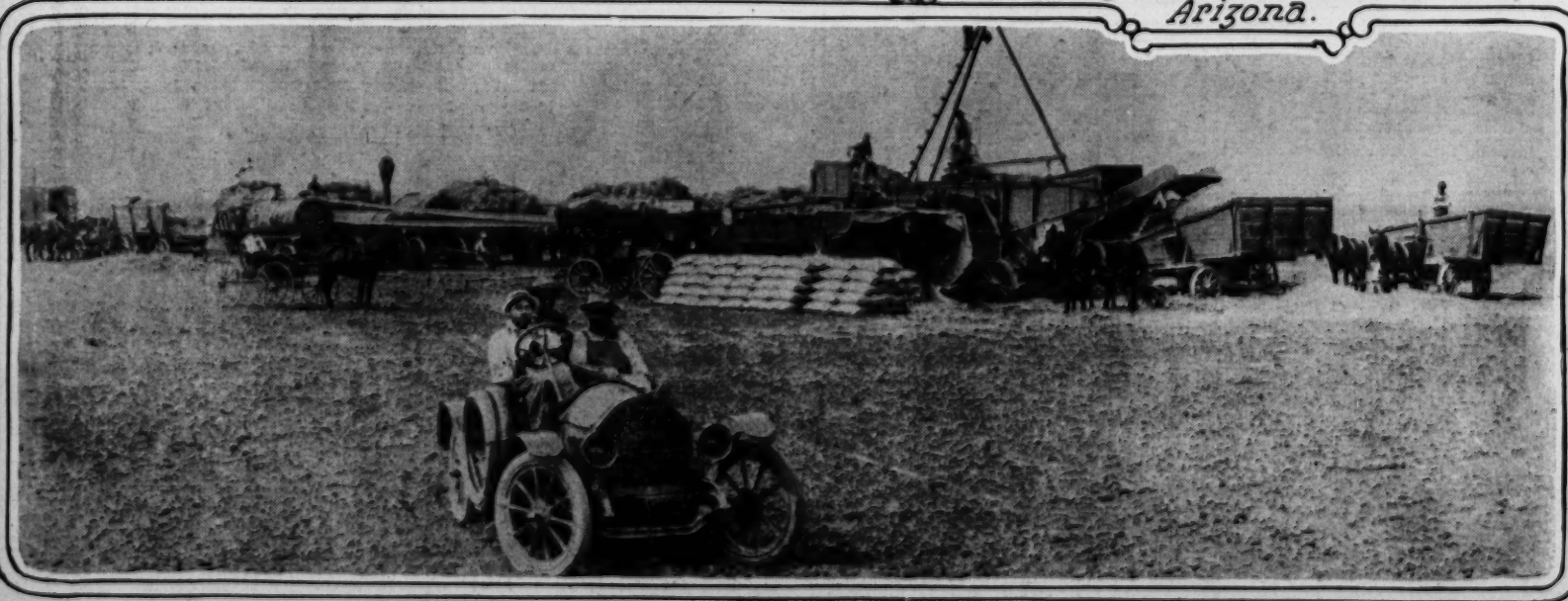


Neighbors sorting dried chili peppers.



A sugar beet dump.

Gathering dates for market at Mesa, Arizona.



Santa Ana farmer in automobile, superintending threshing of lima bean crop

The Southern Sierras Power Co.

The hydro-electric development of the Southern Sierras Power Company and its associate, the Nevada-California Power Company, located on Bishop Creek, Inyo county, California (at the head of Owens River Valley,) affords one of the best existing examples of true and perfect conservation. The completed reservoirs, with a capacity of nearly 1,000,000,000 cubic feet, equivalent to 21,000 acre feet, store the limpid waters from the glaciers and melted snows of the eastern slope of the Sierra Nevadas; these waters, pure and uncontaminated, flow, for the most part, from plant to plant, in closed pipes, and from the tail race of plant No. 6, directly into the network of irrigating canals, west of Bishop.

Flintridge

Electric Company and the Holton Power Company, reaching the town of Mexicali, on the Mexican border, a direct transmission of 417 miles from Bishop—the longest transmission in the world; the extreme mileage on a continuous line from Wonder, at the north, to Mexicali, at the south, is 586 miles, being the longest continuous line in the world, while the direct transmission from the San Bernardino Steam Plant, by way of Bishop to Wonder, is 409 miles. The system has, therefore, the longest direct transmission, as well as much the longest continuous line in the world. This company has been a successful pioneer in solving many of the intricate problems of long-distance [illegible]

Lake View Inn—on the Shore of Beautiful Lake Elsinore.

LAKE VIEW INN.

On the shore of beautiful Lake Elsinore, about twenty-five miles northeast of Riverside, in the most picturesque and interesting section of Southern California, one finds Lake View Inn, located on a high eminence and commanding a magnificent view of the lake and the surrounding mountains and valleys.

This place is known to fame as Elsinore Hot Springs, a summer and winter resort, where health and pleasure-seekers find numerous attractions and advantages. The inn and resort are open the year around, and special features have been provided for the amusement, comfort and convenience of the visitors to California during the present two big expositions' year,

Lake View Inn and Elsinore Hot Springs are reached from Los Angeles and Riverside via a beautiful automobile highway, and are just about half way to San Diego, the center of the exposition attractions of Southern California. The Santa Fe Railway operates daily trains from Los Angeles, permitting travelers to leave Los Angeles at 9 o'clock in the morning and reach Elsinore at noon, just in time for lunch. An afternoon train is also provided.

Lake View Inn is the official auto hotel of the Los Angeles-Riverside-San Diego route, and is frequented by hundreds of auto parties, many of whom wire ahead or telephone for reservations.

The Inn is provided with all modern conveniences, heat and comfort, gas, electric lights, electric bells, assembly-room and high-class musical attractions, piano and musical instruments, pool and billiard-rooms, card tables, and a splendid dancing floor, all of which make the visitor's stay at this notable resort pleasant and interesting.

An important feature about the Elsinore Hot Springs, operated in connection with Lake View Inn, is the wonderful curative and health-giving powers of the hot mineral water. This is conceded by physicians, specialists and patrons of the resort to be the most perfect combination of sulphur, arsenic, iron, potash, soda and magnesia yet discovered in America.

The University of California gives the following official analysis of the Elsinore Hot Springs at Lake View Inn:

OFFICIAL ANALYSIS.

	Original Hot Springs Grs. per Gal.	White Sulphur Springs Grs. per Gal.
Total Residue by evaporation	**19.82**	**19.40**
Soluble in water after evaporation	13.12	11.83
Insoluble in water after evaporation	3.79	5.24
Organic matter and chemically combined water	.91	2.33
The soluble parts consist of		
Sodium and Potassium Sulphates	7.07	4.09
Sodium chloride	3.38	5.07
Sodium carbonate	2.67	2.67
The insoluble parts consist of		
Calcium and magnesium carbonates		
Calcium sulphate	1.92	2.33
Silica	1.87	2.91

This report, so often approved by reputable physicians who send many convalescing patients to Elsinore Hot Springs and Lake View Inn, attests the value of these waters for the cure of rheumatism and kindred diseases, and the water is especially fine for the complexion, this being attested by the wonderful color and rosy cheeks of many California girls and visitors from everywhere.

It is a matter of traditional history that the Indians of California and many sections of the Southwest used these mineral waters and mud as a bath for their ills. They came, it is said, from all directions, their main object being the use of Elsinore medical water.

Diseases of the nose, throat and bronchial tubes are surely and quickly cured. Asthma is unknown at Elsinore. Dyspepsia and derangements of the liver and kidneys find ready aid and grow rapidly better at this resort. The cures in nervous and skin diseases have proven surprising even to the physicians in attendance and visiting medical experts, many of whom make this resort a frequent place of visitation.

The hot water taken internally is very beneficial. The hot mud and mineral baths, given by skilled attendants, are sure cure for la grippe, rheumatism, skin and blood diseases, kidney, stomach and bladder troubles, and the water is excellent for the hair.

Consultation is free by the attending physician, and the climate is dry and free from fog, thus presenting inviting and healthful combinations.

This well-conducted resort offers to its patrons radio-active hot mineral baths, mud baths, osteopathic treatment and hydrotherapeutics, including salt glows, hot and cold packs, effusions, douches, percussion sprays and massage, all under the skilled care of the physician in charge.

Plain baths are free to weekly guests of Lake View Inn, and every courtesy and attention is afforded by courteous and efficient clerks, attendants and bell boys.

Lake View Inn and Elsinore Hot Springs are operated under the direct personal supervision and management of Frank H. Latimore, one of the really popular and capable resort managers known to Southern California hotel life. He gives the details that interesting attention that causes each individual guest to feel that the management believes in his or her personal entertainment and health. He brings people together along intelligent lines, and his object is always to create a "homey" and inviting friendliness among his guests.

Mr. Latimore provides many unusual features for the pleasure of his people, such as hunting parties, quail, doves and ducks of all kinds being plentiful, while deer are easily found in season, all within easy reach of the Inn. Boating and launch parties on Lake Elsinore are an added attraction freely enjoyed, and boats, guns and ammunition are provided reasonably.

Mr. Latimore cordially invites exposition visitors to rendezvous at Lake View Inn and Elsinore Hot Springs during their sojourn in the Golden State. Make it a point to meet your California friends seeking health, recreation and pleasure at this popular resort, where your interests are considered important features by an able and representative management.

Los Angeles, San Diego and Southern California people make this their favorite resort, and the register of the Inn usually shows many prominent names thereon.

MORGAN, WALLS & MORGAN.

Various influences have made for the upbuilding of Los Angeles from the little city of a few years ago to the jewel in "The Land of Sunshine" that it is today, and no small factor has been the firm of Morgan, Walls & Morgan, pioneer architects in the Van Nuys building, Los Angeles.

Octavius Morgan, senior partner in the firm, began practice in Los Angeles in 1876. Ten years later John A. Walls became a member of the firm, and in January, 1910, O. W. Morgan became a partner.

While the firm belongs to the old school of architects, it has kept pace with modern progress, and some of the most beautiful buildings in Los Angeles bear witness to the cunning of brain and ripeness of experience of members of the firm.

The practice of this firm has varied from medium-sized residences to the most complete and extensive office buildings. During recent years they have made a specialty of extensive office buildings, commercial structures, warehouses and loft buildings, both steel and reinforced concrete.

Many of the churches, schools and hospitals of past years were designed by Morgan, Walls & Morgan. Clients have employed this firm for thirty-six years to do their designing—a distinction that but few firms of architects in the West have.

Among the notable buildings designed and superintended by this firm are the Bishop & Co.'s building at Alameda and Seventh streets; W. H. Perry building, Second and Los Angeles streets; Haas building, Second and Alameda; Parmelee-Dohrmann loft building, M. A. Newmark and Gerard Eshman buildings, Farmers' and Merchants' National Bank Building, I. W. Hellman office building, W. G. Kerckhoff building, W. P. Story building, I. N. Van Nuys building, Morosco Theater, W. I. Hollingsworth building, Title Guarantee building and A. Haas building, Seventh and Broadway, and others among the most costly and beautiful in this city of beautiful structures.

Common-sense architecture, combined with real elegance, and a notable absence of gaudiness and cheap decoration are characteristics of the designs of this firm. Of the old school, the members combine always utility with beauty, and for that reason many of the more elaborate buildings designed by the firm rank among the most substantially beautiful on the American continent.

So long and so faithfully has this firm worked in Los Angeles that the members feel a sort of proprietary interest in the city, and the firm of Morgan, Walls & Morgan will be remembered years and years hence for the beautiful buildings it has designed and for the solid, substantial manner in which it has assisted the evolution of "The City Beautiful."

CRANDALL CONSTRUCTION COMPANY.

Specializing in street paving and good roads, the Crandall Construction Company, with offices at 706 San Fernando Building, Los Angeles, has become an important factor in the prosperity and development of the towns and cities of Southern California.

The name of Crandall has been identified with high-grade construction work for many years, and the work of the company in this section, Los Angeles, and the surrounding cities has been steady and continuous. Important street work and improvements in Santa Ana are now being handled by this organization.

With many years' experience and thorough familiarity with the details and requirements of all things necessary to the best grade of highways, streets and good roads, the Crandall Construction Company has become a leading factor in this class of operations.

NELSON LIQUID FUEL & BURNER COMPANY.

Nelson Burners were discovered by the inventor, whose name they bear, in the winter of 1902. They were made to correct the difficulties of firing at a famous Coast hotel, and since then have come to be known as the burner of "last resort," for if nothing else in the oil burner line will do the work, a "Nelson" in all probability will.

Nelson burners are divided into two classes — steam and retort — neither of which is dependent upon drafts or any other outside agency to make it do its work or even aid it. The only requirement is that they be set and operated according to directions.

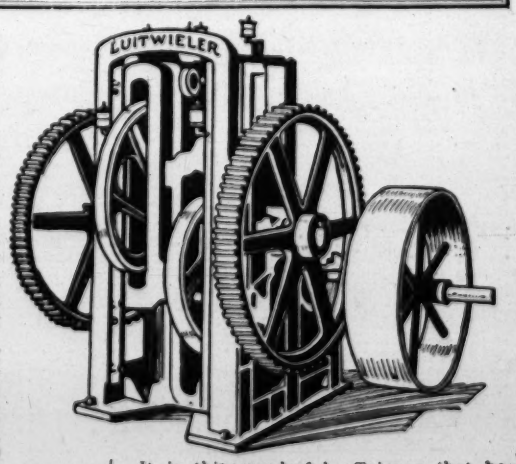
These burners are the basis for the well-known "Nelson Oil Burner Service," used by large and small concerns in Los Angeles who have cooking, baking or heating in any line to do. The steam burners do the heavier work where long horizontal flames are required, and the retort variety is for the smaller work

Luitwieler Pumping Engine Co.

From a small beginning this big company has grown, developed and expanded into one of the largest and more firmly established industrial institutions of its kind in the West. The company was incepted thirty-seven years ago, and its head and founder, S. W. Luitwieler, is recognized as a veteran in the engine and pump fields of the country.

A specialty is made of the Luitwieler deep-well pump and the Luitwieler non-pulsating pressure pumping system, which today stands at the head of deep-well and pressure pumping for economy and durability of service.

The pumps and equipment of this company are in extensive use on ranches, fruit farms and tracts where irrigation forms a special feature, and many irrigationists are pronounced in their recommendations of the Luitwieler products.



In almost every State in the Union one finds Luitwieler pumps and gas engines in active use, and this is also true as regards Mexico, South and Central America, and even parts of Australia and other countries where, in competition with the gas engines and pumping equipment of leading manufacturers of the world, the Luitwieler products, made in Los Angeles, meet all demands made on them.

It is this wonderful efficiency that has given such a distinguished prestige to the manufacturing and industrial life of Los Angeles products, and when it is known that many of the earlier-built pumps made by this organization have been giving satisfaction for nearly a quarter of a century, their value may better be understood.

The Los Angeles plant is located at Nos. 707 to 715 North Main street, under the management of Mr. H. L. Miller.

Title Land Co., Inc.

1019 California Bldg., Los Angeles, California.
Broadway 4410—A2961.
Our business is

EVERYTHING PERTAINING TO LAND AND LAND TITLES

We make a specialty of paying taxes and looking after the interest of property owners, quieting title to property sold for taxes, etc.

We have had many years' experience in land title work, and our legal department is thoroughly equipped to handle all kinds of title litigation, and has been very successful in Los Angeles, Kern and other counties of this State.

By adjustment and litigation we have saved thousands of dollars for our clients whose property had been sold and deeded for taxes.

A. C. TAYLOR, President.
JOE. M. TAYLOR, Secretary and Manager. JOHN F. POOLE, Attorney.

Main 7098 Home F-4995

A. J. Roberts, Sons & Co.

FUNERAL DIRECTORS AND EMBALMERS

Salesroom, Funeral Parlors Lady Attendant

1154 S. Los Angeles St. Cor. Twelfth Los Angeles, Cal

The Land of the Orange and the Grape

Lake View Inn—on the Shore of Beautiful Lake Elsinore.

The Southern Sierras Power Co.

The hydro-electric development of the Southern Sierras Power Company and its associate, the Nevada-California Power Company, located on Bishop Creek, Inyo county, California (at the head of Owens River Valley,) affords one of the best existing examples of true and perfect conservation. The completed reservoirs, with a capacity of nearly 1,000,000,000 cubic feet, equivalent to 21,000 acre feet, store the limpid waters from the glaciers and melted snows of the eastern slope of the Sierra Nevadas; these waters, pure and uncontaminated, flow, for the most part, from plant to plant, in closed pipes, and from the tail race of plant No. 6, directly into the network of irrigating canals, west of Bishop, performing double duty of power and irrigation.

Longest Transmission Reaches Immense Territory.

The present generating capacity of all the plants exceeds 40,000 horse power, and consists of five tandem hydroplants so arranged as to get the benefit of the full volume of the stream at each plant; with the completion of the sixth plant, to be located between the reservoirs and the present upper plant, the entire fall of the stream, some 5200 feet, within a distance of some sixteen miles, will be utilized. Included in the total generating capacity, is the auxiliary steam plant located at San Bernardino. The energy gathered from the falling waters of Bishop Creek serves a varied demand over an extensive territory.

Imagine the control station at Bishop as the hub; a line extends northwardly and supplies through the Pacific Power Company the mining camps of Aurora and Bodie and reaches Wonder, Nev., 169 miles distant, as well as intermediate territory; eastwardly, over the Nevada-California Power Company's double transmission line; the mining camps of Southern Nevada are served, including Goldfield, Tonopah, Blair, Manhattan and others, the distances from Bishop being to Belmont and Round Mountain towards the north, 146 miles, and to Rhyolite towards the south, 124 miles. Southwardly, the double circuit, steel tower transmission lines of the Southern Sierras Power Company extends to San Bernardino, tying up with the company's steam plant at that point, and radiating thence, by branch distributing lines over the counties of San Bernardino, Riverside and Imperial. From San Bernardino the company's own lines extend to Hemet, a distance of 284 miles from Bishop, and to Elsinore, in another direction, a distance of 285 miles from Bishop, while the Imperial Valley is served through the lines of the Coachella Ice and Electric Company and the Holton Power Company, reaching the town of Mexicali, on the Mexican border, a direct transmission of 417 miles from Bishop—the longest transmission in the world; the extreme mileage on a continuous line from Wonder, at the north, to Mexicali, at the south, is 586 miles, being the longest continuous line in the world, while the direct transmission from the San Bernardino Steam Plant, by way of Bishop to Wonder, is 409 miles. The system has, therefore, the longest direct transmission, as well as much the longest continuous line in the world. This company has been a successful pioneer in solving many of the intricate problems of long-distance transmission.

Diversity of Service.

This energy furnishes light and heat for the many towns located along its system; operates mines and mills in California and Nevada; immense soda plants located on Owens Lake and soda and potash plants on Searles Lake; cement mills and ice factories at other points, while thousands of acres of desert land are being reclaimed through its agency in Kern, San Bernardino, Riverside and Imperial countries; the long mileage and immense scope of territory covered places the Southern Sierras Power Company and its allied companies in a class by themselves as pioneers, building up the waste places of the earth.

This building up of waste places, the making of hundreds of acres of alfalfa and grain and fruit to grow where none grew before, conserving the land as well as the water, has characterized the operations of the company from the beginning. In furtherance of this idea, an agricultural department has been organized; the purpose of this department is to assist in placing all the irrigable, tillable land along its system under cultivation; developing the underground water supply; assisting the settlers and land owners in working out the problem of making a given quantity of water, at a minimum cost, care for a maximum acreage of the crops for which the soil is best adapted and from which the highest returns may be secured. Scientific methods will be followed, and all ranchers along the company's system will be cheerfully afforded the benefit of its experiments and knowledge. This plan has long received thoughtful consideration and will involve the co-operation of agriculturists over an extensive territory and should prove of great value to the entire State.

The general offices of the companies are located in the First National Building, Riverside, California; offices also being maintained at Denver, Colorado.

HOMER MOTORS CO.

One of the latest and most notable achievements accomplished by Los Angeles financiers, capitalists and investors, which is meeting with hearty and substantial approval because of satisfactory demonstrations, is the building, manufacturing and placing on the market of the products of the Homer Motors Company, embracing a high-grade and thoroughly-tested motor tractor weighing four tons, of four-wheel drive, with eighty horse power, capable of hauling heavy tonnage, and especially adapted to running without damage over the finely macadamized highways and county roads. This machine fully equipped sells for the remarkably lo price of $3000.

The second important product is the Homer light delivery auto, capacity 1000 pounds, twenty horse power, and selling for $600.

The picture here shows a Homer tractor hauling a load of twenty-two tons over rough country roads in a semi-mountainous country, demonstrating the adaptability and power of this tractor.

Most thorough tests have been made with Homer tractors over the finest highways, and it has been demonstrated that their operation does not in any way injure the best surfaces because of the equal distribution of weight, which is only four tons. The tractors have been exhibited on the finely-polished floors of the Shrine Auditorium, doing no damage whatsoever, a most critical test.

As a result of numerous successful demonstrations, the attention of large tractor users has been called to the Homer, and great interest is shown by merchants, business men, farmers and ranchers in the light auto delivery wagon, on account of its splendid equipment, cheap cost of maintenance and price, which is $600.

The Homer Motors Company has offices at suite 1119 Van Nuys Building, Los Angeles, and the present factory is conveniently located near the San Fernando road and Cypress avenue, where shipping facilities are first class. The company is financed entirely by local capital and is officered and backed by men of affairs, ability, energy and original ideas who have achieved results and success in other lines of business and professions—men who are ever ready and willing to lend aid to and encourage meritorious industrial home enterprises. They are J. E. Meyer, president; Dr. J. E. Cowles, vice-president; George W. Bishop, secretary; George F. Thompson, treasurer; J. P. Barker, the inventor, and David Macdonald, directors.

The splendid work accomplished by these men and the steady advancement of the interests represented, building of tractors and delivery autos, show what can be done under proper direction and intelligent management.

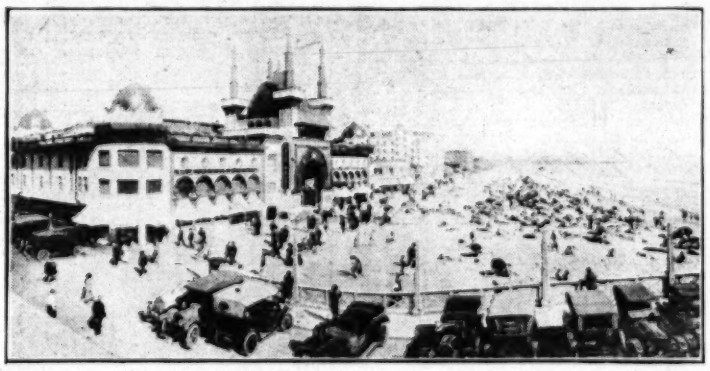
HOMER TRACTOR DRAWING 22-TON LOAD

Flintridge

Highly Restricted Country Homesites

LA CANADA,
CALIFORNIA

Ocean Park



"THE PLAYGROUND OF THE SOUTHLAND."

California's Most Attractive Beach Resort

Ocean Park with her matchless beach front, countless amusements and attractions, and excellent hotel accommodations, is one of the most popular and attractive beach resorts in the United States. It is the great fun center of Southern California and the stopping point for thousands of tourists annually. Ocean Park is THE place to go if one is looking for a constant carnival of fun and recreation.

The additions and improvements that have been made during the last few months amount to thousands of dollars. A magnificent concrete pier is now being constructed, to be completed early in 1915 and will entail an expenditure of about one million dollars.

Owing to the splendid equable all-the-year-round climate, delightful surf bathing can be indulged in every day of the year. The beach with its gradual slope insures absolute safety to even small children. A strikingly noticeable feature is the cleanliness of the beach. The sand is clean and white, and free from all unsightly litter. The bath house at Ocean Park is considered one of the finest on the Coast. There are both hot and cold plunges and the water is constantly changed, making it perfectly sanitary. The depth varies to suit all statures and ages. Competent instructors are employed to teach bathers the correct way of swimming. A big open air plunge is in course of construction and will accommodate several hundred bathers at one time.

The new Ben Hur Racer is the largest, fastest and most thrilling coaster human ingenuity has been capable of constructing. It extends out over the ocean 500 feet and cost $100,000 to erect

Dancing in the new large pavilion, free band concerts, fishing, boating and motoring are among the many attractions at Ocean Park.

Ocean Park is Los Angeles' closest beach resort, being only 15 miles distant. Fast transportation service is maintained and several fine macadamized boulevards lead to the resort.

Unusually fine hotel accommodations may be had. There are four large up-to-date hotels besides scores of apartment and rooming houses. The cafes are unrivalled in point of service and cuisine.

Nearly everything is new at Ocean Park. The whole resort has been practically rebuilt within the last two years. Interesting literature telling of the attractive features of Ocean Park has been prepared by the local Boosters' Association for distribution throughout the East.

Speaking of this winter's travel, R. T. McMillin, secretary of the organization, said: "A phenomenal number of tourists plan to spend the winter at Ocean Park. Reservations are coming in from all parts of the East. In fact the majority of tourists who plan spending the winter at a Southern California resort will come to Ocean Park."

Making Ranching Pay on Unirrigated Land.

NOT MERE LUCK.

MODERATE capital and abundant common sense are essentials in the bonanza Southern California. Important items in this avenue are experience and skill.

On a "dry" ranch—that is, on land not irrigated—the farmer without capital is at

varous kinds of Garden truck, eucalyptus trees, spineless cactus and other things now in experimental stage. Honey should rank, usually, as an auxiliary rather than a chief product.

For wheat or barley the cost of plowing, making fair allowance for the plowman's time, runs close to $1 an acre. The cost of seed varies, according to the prices of

noted and the kind of earth a few feet below should be observed. These conditions may radically affect the crop yield.

For such physical examination to a depth of say five feet a soil prod is recommended by Dr. Hilgard of the College of Agriculture of the University of California. The writer has used such a prod with very satisfactory

result that the wind does comparatively little harm.

* * *

ONE MAN'S LAND.

One man or one family may farm with best results a piece as small as ten acres in one instance and as extensive as 250

Reclaimed Desert World's Greatest Cotton Country

HOW IT GROWS.

FOUR YEARS ago a man named William Brandenburg planted the first cotton grown in Imperial Valley below the international boundary line—150 acres of it. Previous to that time a little experimenting with cotton had taken place in the reclaimed desert on the American side of the line. Last year the cotton acreage of Imperial Valley on the American side and in Lower California amounted to 25,000 acres, 18,000 of which lay tributary to Calexico. This year the cotton acreage of the valley will pass the 60,000-acre mark. The greatest cotton planter of the valley is Peter Barnes, who is growing 6500 acres of short staple cotton in Lower California.

The triumph of King Cotton in Imperial Valley is perfectly natural. Climatic conditions are ideal, so there is no rust to contend with. The boll weevil cannot live on account of heat. There are no fogs and little dew to interfere with the weighing and ginning. Consequently Imperial Valley cotton reaches market in better shape than the frequently weather-beaten cotton crop of the Southern States, and it steadily brings a premium of one cent per pound or $5 per bale over similar grade of cotton produced elsewhere in the world.

Every variety of cotton that has been introduced in Imperial Valley has produced a longer fiber than it produced in its nativity. Three varieties are now being produced—common staple with 1 1-16-inch fiber, Durango with 1 3-16-inch fiber and Egyptian with 1 1-2-inch fiber. Common or short staple seems to be the favorite crop, as it produces satisfactorily and is more generally sought by the foreign and domestic cotton buyers. It is the cheapest grade of cotton, hence it has the bigger market.

Imperial Valley land worth from $75 to $225 per acre, if well handled, will produce anywhere from 3-4 to 2 1-2 bales of cotton worth $75 per bale when the market is normal. Upon an average the valley production of short staple brings a net return of from $35 to $75 an acre to the planter in good times. A. W. Johnson, who resides nine miles from Calexico, had thirty acres of Durango that went two bales to the acre in 1913. It came in late and sold for $65 a bale.

It costs $4.50 to gin a bale of cotton, but the grower gets the seed back. If he wants to sell the seed from each bale of cotton the gin company will pay him $7.50 for it. Some planters feed the cottonseed to their cows.

Conservatively estimated, it takes less than two acre-feet of irrigation water to produce an acre of cotton. Water costs 50 cents per acre-foot. One man can put in and tend eighty acres of cotton, except chopping and picking.

Cotton ground is prepared with a barley lister, between the first of March and the first of June. The lister throws dirt both ways and forms seed ridges. The seed is drilled in rows from three to three and one-half feet apart. When the plants come up a gang goes through the field with hoes and chops out the extra plants until the hills stand eighteen inches apart. Durango cotton will grow to a height of from five to six feet. Short staple grows about three feet high. The seed, of course, is planted in dry ground, for no rain falls in the Imperial Valley.

The planters irrigate their cotton just as soon as they have planted the seed. They irrigate again at the end of the first month, and thereafter they irrigate, in the ditches made by the lister, every eighth day through the hot summer weather, cultivating only sufficiently to keep the weeds under control. Weeds are not very numerous in the valley, and one not uncommonly finds a field of cotton producing a crop without any cultivation. However, judicious cultivation is advisable—it tends to bring bigger crops.

Cotton picking begins in September and runs continuously until February 15 to March 1. Planters generally let the cotton volunteer, the second year being better than the first. Volunteer crops usually come in a few weeks early, too, bringing better prices than the late crops. There are cotton fields near Calexico which have been producing cotton from the same plants for four consecutive years. The stalks of the plants are as heavy as hazel brush.

When a planter lets a crop volunteer he always cuts the plants off at the surface of the ground in the fall. The cardinal point of watering cotton is sub-irrigation.

On the American side of the line the cotton is picked by negroes, Syrians and whites, chiefly the latter, for they are clean pickers. The price paid is from $1 to $1.25 per 100 pounds, and a good picker will gather from 250 to 400 pounds per day, depending upon the crop and conditions.

On the Mexican side of the line cotton can be produced more profitably. Big planters there grow thousands of acres under lease. They pay $10 cash rent per acre per annum. They get their irrigation water for less than it costs on the American side of the line, and have their crops picked for 65 cents per 100, the work being done by Chinamen, many of whom are available.

Twenty thousand acres of cotton are grown on leased lands lying on the Mexican side within a radius of ten miles from Calexico. Uncle Sam has no duty on cotton.

Calexico has three four-stand gins, and a compress. Compressed cotton only can be exported, and in that form it brings a premium. A compressed bale is an ordinary bale squeezed, hydraulically, into half size, and bound by eleven steel bands. In that form alone can steamship companies accept it for transporting to foreign ports without canceling their fire insurance policies.

In 1913 Calexico ginned 10,000 bales of cotton valued at $750,000. There are scores of small cotton plantations in Imperial Valley, but the bulk of the acreage below the line is under big lease and worked by oriental labor. Following are the biggest cotton planters of 1914, with their acreage, which is all in Lower California land:

Peter Barnes, 6500; Pataques Ranch Company, 6000; San Diego Syndicate, 5120; Wiles Syndicate, 5000; Southern Cotton Company, 3500; McDonald and Berry, 3000; Madakoro & Sato, 3000; Abbot & Brandies, 2500; Shaw and Erskin, 2000; Daly Bros. and Brooks, 2000; Roberts-Whitehall Company, 1200; Shintani Bros., 1000; Imperial Development Company, 1000; E. B. Merchant, 1100; Hoffman Ranch, 800; Sherman Ranch, 600; Crane Brothers, 600; Burhaus Ranch, 400; Campbell Ranch, 1000; Kwong Tong Company, 500; M. J. Mong Company, 1000; William Brandenburg, 2200; J. B. Hoffman, 1000; Conduit Company, 1500; Renie Grivel, 2000; Dato Bros., 1000; Ivy Bros., 1000, and many others.

HOWARD C. KEGLEY.

How We Grow.

A HUMOROUS LIGHT TURNED ON OUR BOOK OF WONDERS.

BY EUGENE BROWN.

ALL THINGS grow mightily in California—and this applies impartially to men, cities and vegetation.

People who have tried it, say that it is easy to raise babies, bungalows and beans in the Golden State. All that you need is a marriage license, about $37 in money and a package of seeds and immediately a wonderful career of production and prosperity is possible.

Some careless folks raise checks and Hades, while others raise whiskers and Belgian hares, but it is certain that practically everything can be raised in California—even to the mortgage on the place.

The blend of soil and sunshine, with an occasional dab of irrigation water, combine to make things fairly pop out of the ground. If you don't realize it, just look at the barbaric wealth of weeds on your neighbor's lot. Of course you don't have any of your own, but at the other end of the block they are swarming up like young trees. In the North and East the same herbaceous derelicts do not attain one-quarter of the stature they do here.

The plebeian but gorgeous geranium, which is recalled as a dainty house plant in the frozen North, will here often grow five feet high in a solitary season and a single plant will often show a circumference of ten or twelve feet in the same time. It swarms over fences and porches and with its flaming blooms look like a floral bonfire.

A trifle over two years ago the place I go to after everything else is closed up was barren ground. There had been a few weeds and the tail end of a straggling oat crop but not much else. This season I have plucked ripe peaches and figs from trees we set out at that time. I think some of those trees must have grown while I slept. An acacia which stood slender and slighted in a tin can fourteen months ago now rears its plumed foliage to a height of fifteen feet and its branches will be stout enough for a lynching by another season. We have one honeysuckle that practically covers a porch twelve feet high and we have climbing roses that are growing a foot a week. I am still something of a tenderfoot in California and when I send eastern friends photographs showing what two years have accomplished in the way of greenery, they remember my reputation for truth and veracity—and don't believe the picture. Yet everybody here will understand how easily the results were achieved.

"We buried Uncle Peter in Rosedale cemetery," sobbed little Pauline, "and when we dug him up to show him to the life insurance company we found his whiskers had grown a foot and a half in six weeks."

"That's right," said the old resident; "that's mighty rich soil out that way."

"Rich!" exclaimed the agent. "Well, I should whimper. Why, great Scott! man, that land is worth $50,000 an acre if it's worth a cent."

So it is that values also grow—even amid the tombstones.

Look how the cities are growing. Los Angeles is almost frightened at her size and it is some task for the inhabitants to keep step with her own growth.

Towns spring up in a season, but not after the manner of the mining camps, where tents and shacks of rough lumber formed the habitations of man and the first structures were the saloon, the dance hall and the gambling den.

Only a few moons ago I stood in a field of waving barley spangled with poppies and mustard and hardly a home in sight as far as the eye could reach. But today in this same beautiful setting are the thriving, spotless cities of Van Nuys and Owensmouth, with their white stretches of business blocks and stately schools that would grace an Athens or a Rome. And through that delightful valley runs for eighteen miles the most beautiful rose-bordered and illuminated boulevard that America can offer today.

In my brief day in California I have seen a great expanse of country which was apparently hopeless desert transformed into the garden of the world. Where the horned toad and the cactus divided the bleak landscape between them are today found wonderful cities like Niland and Calipatria, with buildings that would do credit to a metropolis. The hand of man and the hand of God were clasped in Imperial Valley and a waste of wilderness was transformed into a panorama of plenty.

A year ago we used to go out Dominguez way to watch the airships fly. There was ample room for them to rise and alight and the country was open and sparsely settled. Yet near by rises the industrial city of Torrance, a miracle in brick and steel, with its miles of paved streets, its myriad lights, its pretty homes and well-kept lawns. To a worker from the mining or manufacturing towns of Pennsylvania such surroundings would savor of the garden of Eden. There are great hives of labor—and hard labor at that, but they are clean, wholesome and attractive. The use of oil for fuel does away with most of the smoke, grime and dust that hangs like a pall over the industries of the anthracite and bituminous regions.

The former open field is now a thriving, throbbing, industrial city, with its army of workmen and it is the cleanest and most attractive manufacturing community in America today. There is sunshine, pure air and comfort on practically every day in the year. There is its civic center, its library, its splendid school and all that makes for real home-building.

These are scattering but illuminating instances of growth in California when man and nature put their heads together and pool their common capital.

Camping Equipment.

Of the many kinds of vehicle camping trips in Southern California one of the favorites is with a spring wagon perhaps specially designed for camping. For an expedition long in time or distance a covered wagon designed for that purpose is desirable. Such a wagon affords considerable protection from the weather and may be arranged within so that one may eat and sleep in the inclosure and avoid the discomforts of living more on the ground. But for a trip not important enough to justify such an outfit an ordinary light wagon may serve nicely.

Among the essential provisions are those which must be made for feeding and watering the horse or horses, and eating and sleeping accommodations for the person or persons on the journey. If the route goes through towns or places so there are frequent stores, but little stock of provisions need be carried, but it is well to have an ample supply of hay as it is not practicable to purchase less than a bale of it. If the route lie where it is safe to have campfires a very serviceable and light stove may be made of a five-gallon coal-oil can. If it be dangerous to build capm fires a fairly good cooking device may be provided with an oil stove of the old-fashioned sort inclosed in a box about 9x11x15 inches, set upright. One of the narrow sides is removed and the stability thus lost is supplied with strap-iron braces. A three-sided piece of galgalvanized iron collapses or slides down into the box when on the road and is raised so as to extend the height of the box for cooking. A board across the top and one across the open side protects the stove flame from any wind short of a very strong one. This cooking contrivance is a slow but fairly satisfactory one where you cannot have a camp fire. One person may remain seated in the wagon with grub box on the seat to his left, the stove in box on the floor of the wagon in front and to his left and a canteen of water by his feet. So arranged he may cook a meal, heat dishwater, wash dishes and pack the grub box and stove box without moving from his seat. A half-gallon tin olive oil can makes a good coal oil container. The writer has traveled ninety miles by this method on about 5 cents' worth of oil.

The grub box may be made of one that has been used for tinned canned goods. A size about 10x12x18 inches is desirable, but it should be adjusted to nicely fit under the seat or some other suitable place. With the use of galvanized iron and tin snip shears and the exercise of a little ingenuity the efficiency of the grub box may be materially increased by making a few compartments within. One of the right size in one corner makes it possible to slide a loaf of bread in upright and separate from the other contents.

A similar place may be fixed for butter. In a further corner provision may be made to keep knives, forks, spoons and can opener with handle ends up and always easily accessible, even when the box is fully packed. On one side some galvanized iron ears may be attached so that the enamel plates may be slipped out and in without interfering with the rest of the contents.

On such a journey a man generally sleeps in his trousers, underwear and shirt so he does not need so many blankets over him as when sleeping in nightshirts or pajamas at home. One medium weight woolen blanket with perhaps a moderate-sized cotton quilt and a canvas 8x14 feet do nicely unless the temperature gets pretty low.

Raising Sorghum.

[Pomona Progress:] Matthew Blair of Placerville this year experimented with the cultivation of a new forage plant called feteria sorghum, common to Soudan, and as a result says that it can be raised in this country without trouble, and at very little expense. The stalk provides admirable fodder for all live stock, while the head of seeds is excellent for poultry. Blair procured seed this year from the government Department of Agriculture and has retained sufficient quantity to plant out a considerable acreage next year on his place above Placerville. Blair says that his success there at an elevation of 3700 feet may be more than duplicated on lower lands of the county where there is less danger of frost.

Money Paid Raisin Growers.

Growers who delivered their 1913 raisins to the California Associated Raisin Company received in November $350,000 in addition to the money already paid them on contract. The growers received $65 a ton for Muscats, $60 a ton for Sultanas and $70 a ton for Thompsons, under their contracts. The price paid by the associated for 1913 raisins, including the additional sum distributed, was about 3 1-2 cents a pound for Muscats, 3 1-4 cents a pound for Sultanas and nearly 4 cents a pound for Thompsons.

Seven Valuable Products.

[Santa Ana Register:] Orange county has seven products that bring into the county over $1,000,000 each annually. The seven money-bringers are oil, sugar beets, refined sugar, lima beans, oranges, walnuts and poultry.

D. W. McDannald, Orange county's representative at the Los Angeles Chamber of Commerce, has been telling the people that in his lectures in Los Angeles.

In Sunnyland.

Southern California is the only place in these United States where the sun looks you square in the face almost every one of the 365 days. The luminary isn't ashamed. He shines for all—in California.

Why They Are Here.

Southern California is full of people who purchased round-trip tickets for a trip to California—and then sold the return stub. Let their happy faces and contented looks tell why.

FEDER & COMPANY.

forms of insurance and service consistent with safe business.

The Occidental Life Insurance Company now has handsomely-appointed and well-equipped offices on the twelfth floor of the new Merchants' National Bank Building, where it cordially welcomes patrons of the company, and gives intimate information regarding life and accident insurance. This is one of the representatives of the larger institutions of Los Angeles and Southern California.

BREESEE BROTHERS COMPANY.

For nearly a quarter of a century the name of Breese Brothers has been prominent in Los Angeles as being the largest and oldest firm of funeral directors and undertakers, and during this time they have conducted the services of thousands of funerals among which have been those of

JOHN R. PAUL CO.

A well-established undertaking organization with an influential prestige is that of the John R. Paul Company, Nos. 2029-2031 North Broadway. The company has a modern and well-appointed institution and provides everything representative in the way of funeral directors and embalmers. The best class of automobile ambulances, funeral cars and conveyances are furnished on order. Bodies are embalmed for shipment anywhere, and funerals are handled in a courteous and capable manner.

John R. Paul is president of the company, while the active management of the establishment is vested in H. L. Hamaker, secretary and manager, a trained specialist and funeral director familiar with all the requirements of the profession.

ALHAMBRA FURNITURE CO.

present business as a funeral director, and has built up a splendid prestige because of his sterling character.

He is a deacon of the First Baptist Church, is a member of the Loyal Order of Moose, Golden State Lodge, No. 29; is affiliated with the Knights of Pythias, Fraternal Brotherhood, and is a member of the Cliftonian Club, as well as being a booster for Los Angeles and a representative man of affairs who has met with success.

THE PARAFFINE PAINT CO.

The largest manufacturers of building and roofing materials in the West is the Paraffine Paint Company, whose Los Angeles and Southern California interests are handled under the direct supervision of E. G. Judah, manager, with offices at 516-520 Security building and warehouses at Nos.

Western Blind & Screen Co.

This company manufactures and sells Venetian Blinds and Window and Door Screens. It is a consolidation composed of the Western Blind Company (successor to the Out-West Blind Company) and the Pasadena Screen Company. The Out-West Blind Company was organized and owned by W. S. Holland, and its business was confined to Venetian blinds. Mr. Holland was one of the pioneers of that business in the United States.

The Western Blind & Screen Company is a corporation owned by Albert Dodge, John B. Dodge and Charles C. Matteson. The manufacturing plant of the company occupies 34,000 square feet of ground space, on which are four buildings and two large lumber sheds used in the business. They carry about 100,000 feet of dry lumber in the sheds at all seasons, to be used for making Venetian Blinds, and carry extensive materials for the screen department. Employing capable and experienced skilled labor, the company produces first-class goods in each of their lines.

Window and door screens made by this company are found in many of the best buildings of Los Angeles, Pasadena and Southern California cities and towns. A specialty is made of the "Universal Screen." This is extensively and favorably known, and is generally specified by leading architects. This is practically the same screen made by the Universal Screen Company, No. 2700 Long Beach avenue, Los Angeles.

The Venetian Blind is the product of the Western Blind & Screen Company, which is generally distributed throughout all the Pacific Coast States. This blind is extensively used in schoolhouses and is in demand for banks, offices, stores, residences, hospitals, libraries and public buildings. These blinds are in practical use in the new building of the Los Angeles Times and in many of the large office buildings in Los Angeles, also in several of the more handsomely-equipped bank buildings.

In fact, it is said that one office building owner paid $275 to be released from a contract for awnings and installed Venetian blinds, because the trial of the blinds after he had signed a contract for awnings convinced him that Venetian Blinds would give better and more satisfactory permanent results without using objectionable awnings and shades.

This company has recently issued an attractive descriptive catalogue, illustrating the Venetian Blinds, as well as showing screens and specialties. These catalogues contain valuable information to builders and contractors.

Venetian Blinds, as illustrated in the windows of the ground-floor offices of the Times Building, shown elsewhere in this issue, are made with ladder tape and wooden slats. The slats lie on the rounds of the ladder tape. These slats can be tilted in a manner to cut off all direct sunlight and reflect the light as desired, without cutting off the view through the window or interfering with the free circultation of air through the open space. Thus the rear of the room is made lighter from this reflected light than it can be in any other manner without using artificial light; while by cutting off the intense light, heat and glare of the direct sunlight, the front of the room is made more agreeable. By a cord the entire blind can be raised, when its use is not needed, thus leaving the whole window opening free from obstruction of any kind.

The above illustration shows a veranda scene, presenting Venetian Blinds in five different positions as follows: Blind raised, leaving space entirely open; blind partly raised; blind down, with slats tilted in lower portion to shut off the view of outsiders; the upper slats open, freely admitting light and air, while air is also freely admitted between the lower slats while closed or tilted; blinds down, with slats open, and blind down, with slats tilted or closed, to shut off light and cut off view, like a closed window shade. Air still freely passes between the slats through the open window or porch opening. Notice how the light is reflected to ceiling and sidewalks from the slats, which are left open, at the same time shutting out all direct sunlight.

The advantages of the Venetian Blinds over the window shades or shades and awnings combined are many. The results of these advantages are IMPROVED EYESIGHT, HEALTH AND COMFORT.

Anyone interested in the subject will be supplied with descriptive literature covering these subjects by addressing a letter or post card to the Western Blind & Screen Company at either of its offices, No. 2700 Long Beach avenue, Los Angeles, or No. 555 Fair Oaks avenue, Pasadena, Cal.

Solomon's Dancing Pavilion.

One of the handsomest private and public dancing pavilions in the world is that conducted by F. H. Solomon at No. 914-928 South Grand avenue, Los Angeles, known as the Grand Avenue Dancing Pavilion.

This magnificent building has a floor space of some 20,000 square feet, in the center of which is a raised orchestra and band stand. One thousand couples can dance on this floor in comfort at one time.

Under Mr. Solomon's personal direction the great pavilion has been beautifully decorated and arranged for the comfort and pleasure of its patrons. The entire structure is magnificently illuminated by some 6000 electric lights producing special scenic effects by the simple operation of a switchboard, and there are hundreds of feet of French plate mirrors six feet high surrounding the great floor.

Wonderfully-toned electric chimes with a register of thirty-two notes add to the interesting features and appointments. Restrooms are provided and reception parlors for committees and ladies, as well as smoking and lounging-rooms for gentlemen, add to the completeness of this pavilion.

The exterior decorative effects are in keeping with the interior, the front of the building being brilliantly illuminated at night by thousands of electric globes, bidding dancers and merrymakers welcome to Solomon's Dancing Pavilion.

Social dances are given every evening, and the best class of patronage frequents this elegantly-appointed dancing pavilion. The finest of orchestra music is a special feature, and social affairs given by clubs, private organizations, fraternal societies and others, who rent the pavilion, are of frequent occurrence.

The pavilion has recently been leased for afternoons by the National Academy of Dancing. All standard and modern dances are taught at popular prices from 2 to 4 and 7:30 to 8:30 p.m. The building is leased in the evening by the Young Peoples' Pastime and Aid Society, with a membership of over 10,000. Annual dues paid by each member entitles the individual to the use of the club, and provides free physician and medicine when necessary. The club furnishes its members with special attractions each evening, including music and refreshments. Each member is entitled to two guests.

The building is widely known as the largest dancing academy in the West and most completely equipped on the Coast. Of all the buildings in the downtown district it has the largest ground floor space that can be rented for expositions or display uses during the exposition year—1915.

HOTEL CADILLAC—VENICE.

One of the most modern and newly-built beach hotels is the Cadillac at Venice, a large four-story structure of brick fireproof construction, located at Ocean Front and Dudley avenue, one of the choicest locations facing a beautiful view of the ocean.

All rooms are light and airy, well ventilated and command splendid views of the ocean and surrounding resorts, the scenic attractions at night being unusually interesting because of the brilliant electrical illuminations on Ocean Front and in Venice and Ocean Park.

Many conveniences are found in all rooms. Home phones connect with the office and main lines, local and long distance, and Sunset phones are in each hallway. Hot and cold water, rooms with bath and en suite, and some with shower baths, add to the inducements at Hotel Cadillac, Venice.

First class in every respect, is the universal verdict of guests at Hotel Cadillac, and especial praise is extended C. F. Bunnel, proprietor and manager, because of the courteous and attentive manner in which he provides for the pleasures and comforts of his guests. He is an able and experienced hotel man who keeps in touch with all the details and requirements of his house, making it attractive, homelike and comfortable at all seasons. For these reasons Mr. Bunnel has built up a patronage that is satisfactory and more or less permanent, Hotel Cadillac being a frequent place of sojourn for residents of the city who want to rest and enjoy the pleasures of Venice and the beach.

ST. MARKS TAXICAB CO.

An active business interest at Venice is the St. Marks Taxicab Company, owned by Ambrose McNally, a well-known beach booster, who is always working for the best interests of Venice as a pleasure resort and city of opportunities.

Mr. McNally operates two well-appointed automobiles and gives prompt attention to calls for service. His stand is in front of the popular St. Marks Hotel on Windward avenue, between Ocean Front and Trolleyway. Machines are rented by the hour, day or week to responsible parties. Sightseeing trips and pleasure parties are special features, and visitors to Venice are invited to meet Ambrose McNally, owner St. Marks Taxicab Company. Courteous attention paid to all patrons.

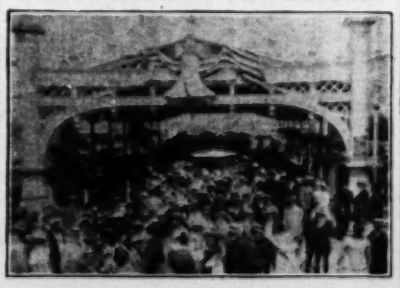
THE STRAND CAFE.

One of the high-class attractions at Venice is the Strand Cafe, corner of Ocean Front and Zephyr avenue, operated by Stevens & Smith, proprietors. The main dining-room is surrounded by a mezzanine floor, and the decorations are beautiful, leaning toward the Oriental style. A high-class cabaret adds to the pleasure and enjoyment of dining at this well-conducted cafe, which is opposite the Venice Bathhouse.

A specialty is made of sea foods and table delicacies of the most palatable menus, and through its popularity the cafe is frequently taxed to its capacity by regular and visiting patrons.

Mr. Stevens and Mr. Smith are public-spirited and enterprising business men who are always ready to support any undertaking that will aid in advancing the interests of Venice.

"THE RACE THRU THE CLOUDS."



Col. Thomas W. Pryor's great Venice amusement, "The Race Thru' the Clouds." The most enjoyable, exhilarating and exciting pastime at the beach. Exposition visitors will find this the stunner attraction during 1915. An average day's attendance is about 15,000 persons.

"Ben Hur Racing Coaster"

Ben Hur Pier

W. H. Labb, Mgr.

Ocean Park, Cal.

Foo & Wing Herb Company

T. FOO YUEN, C.E.H.

When the eminent Chinese Herbalist, T. Foo Yuen, C.E.H., head and founder of the Foo & Wing Herb Company, returned to his former home at No. 903 South Olive street, Los Angeles, and again assumed control of the company, there was much rejoicing among old acquaintances and patrons. The Foo & Wing Herb Company was incorporated in this State with its headquarters in this city more than twenty years ago. Three years previous to that time the business was conducted solely by T. Foo Yuen, one of the leading Chinese herbalists of this country and China. He became the first president of the company when it was incorporated and is considered a leader in herb lore.

This well known company is now further augmented by the presence of Foo Yuen, Jr., a graduate of Chinese Herbal Institute, who is one of the rising young herb specialists of the local fraternity. He has been thoroughly educated to the various details of the profession, and like his father before, has made a lifetime study of the wonderful curative and beneficial powers of herbs when properly applied.

During the past twenty-three years the Foo & Wing Herb Company has reported hundreds of cures from its herb remedies. In testimony of these cures it exhibits the most reliable testimonials and displays pictures of some of its more difficult patrons, all open for inspection to those who wish to profit by using herbs exclusively imported by this reliable establishment.

The purely herbal remedies of this company have cured many obstinate cases of chronic diseases when other remedies have failed. The company issues an interesting booklet on diet and hygiene which tells the reader how to get well and keep so.

An American attendant is constantly ready to greet patrons and those interested in herbs, and a speciality is made of serving the purest of tea to visitors seeking information regarding herbs and health.

The able men at the head of this company have had many years' experience in the Orient and in this country. Hundreds of Americans, including business men, artists, teachers, bankers and even physicians, have given testimonials to the management telling of their restoration to health after taking the company's specially imported herbs.

T. Foo Yuen, assisted by his talented son, again presides over the destinies of this long established company, and retains the original location at No. 903 South Olive street, where he has a large residence which has been converted into offices and store rooms.

The parlor and reception room is comfortably furnished and has a piano and soft lounging chairs. The daily papers and modern magazines are kept on file, and a show case displays testimonials and herb products. The walls have thereon pictures of patrons of the company who have recovered from various diseases after using the Foo & Wing Company herbs.

The offices are tastefully and comfortably furnished and the kindly glance of the eminent Chinese Herbalist in charge lends a feeling of confidence to those requiring aid from the wonderful herbs of the Oriental countries.

T. Foo Yuen is an active and energetic business man, and his son is a bright and capable young man who follows naturally in the footsteps of his father. He lends that intelligent aid that is characteristic of the Chinese race, and he has already become recognized in the modern development circles of this city.

HOW IT GROWS.

FOUR YEARS ago a man named Wilhelm Brandenburg planted the first cotton grown in Imperial Valley below

Imperial Valley land worth from $75 to $225 per acre, if well handled, will produce anywhere from 3-4 to 2 1-2 bales of cotton, hence it has the better market.

cotton buyers. It is the cheapest grade of cotton, but the only sufficiently to keep the weeds un-

irrigate again at the end of the first month, and thereafter they irrigate, in the ditches made by the later, every eighth day through the hot summer weather, cultivate.

Chinamen, many of whom are available.

Twenty thousand acres of cotton are grown on leased lands lying on the Mexican side within a radius of ten miles from

Reclaimed Desert World's Greatest Cotton Country

Making Ranching Pay on Unirrigated Land.

NOT MERE LUCK.

MODERATE capital and abundant common sense are essentials in the boulevard to success in "dry" ranching in Southern California. Important items in this avenue are experience and skill.

On a "dry" ranch—that is, on land not irrigated—the farmer without capital is at an almost overwhelming disadvantage. To acquire land—even government land—costs considerable money. A large equipment is required to till the acres where the plant food moisture depends on economical use of the rainfall.

Here and there the seeker may find desirable government land open to entry but in much of Southern California, even in the semi-desert interior, about all the desirable "dry" farming lands were patented—practically deeded by the government to homesteaders who had proven their claims twenty or twenty-five years ago. An investment in proven farming land is likely to bring better returns, generally, than would come from homesteading unproven government land, although there are many glittering exceptions.

So many considerations affect the worth of non-irrigated land that values range over a long scale. Near some of the cities and towns particularly choice "dry" farming land may be worth well above $100 per acre, its production duly considered. In regions more remote from markets values are lower, governed by degrees of accessibility, tillable conditions, rainfall, and character of soil as to moisture-retaining capacity and fertility. Values have increased materially within the last few years, keeping pace with a steadily advancing demand. Perhaps a fair estimate would place at from $2000 to $5000 the investment for land alone in a piece of from forty to one hundred and sixty acres.

Such a piece might be level, but very likely would have a rolling surface with its lower ground favorable for the location of a well and a garden and alfalfa patch while the higher slopes and mesas would be better suited to grain and hay production and in part for pasturage.

* * *

FOR EQUIPMENT.

For the "dry" ranch equipment from $1000 to $5000 or more will be needed, according to the particular conditions. The lesser sum would provide for a "California" house, $100; barn and sheds, $200; well (without pump or windmill,) $100; horses, $300; wagon and implements (if purchased "second hand,") $200. A larger and better outfit might itemize something like this: House, $500; barns and sheds, $500; well, pump, windmill, tank, water pipe and horse troughs, $300; eight horses or mules, $1500; wagon and implements, $500. On many ranches the implements needed for the various operations would considerably exceed the figures here given.

On the "dry" ranch the chief revenue, usually from grain or hay, comes all or nearly all at once. This leaves a period of say ten or eleven months during which the income consists mostly of the proceeds of the surplus eggs and butter. So it is needful to have capital or credit to tide over this long period. If the ranch be in an undeveloped stage a year or more may be needed to clear off enough acreage of brush and rocky land to bring in a considerable revenue.

For the occasional adverse years the cost of the family living, the cost of feed for the live stock and the cost of, say two seedings for one crop are to be considered and provision should be made for such periods.

In making estimates of net income, an allowance should be made for losses. Occasionally a horse will get barbed wire cuts that will destroy or seriously impair its value. Fire may once in a while destroy a building or a maturing grain crop. A little defect in a teaming outfit may result in a costly smash-up on a grade. The average annual loss of horses and mules by sickness, wire cuts and other accidents may be reckoned at between two and four per cent.

* * *

HUSKS, KERNELS AND EARS.

In spread of acres, wheat and barley rank highest among the "dry" ranch products in Southern California. Lima bean cultivation has made great strides in some regions near the Coast. Black-eye beans have made good as income producers in some of the interior country. Among the other "dry" farming chief products are the Egyptian and other corns, grain hay, alfalfa hay and alfalfa seed to a moderate extent (referring only to that which is not irrigated,) horticultural products to a limited degree, and honey.

Among the auxiliary products of the "dry" ranches are poultry, potatoes, melons, various kinds of garden truck, eucalyptus trees, spineless cactus and other things now in experimental stage. Honey should rank, usually, as an auxiliary rather than a chief product.

For wheat or barley the cost of plowing, making fair allowance for the plowman's time, runs close to $1 an acre. The cost of seed varies, according to the prices of grain and the number of pounds per acre required, which number is governed by earliness or lateness of seeding, the prospect of greater or less than normal rainfall for the season and the character of the soil. This cost ranges from about sixty to seventy-five cents per acre. If the crop be gathered with a combined harvester the charge for harvesting will be about $1.75 per acre, the farmer to furnish feed for the twenty-eight or thirty horses during the harvesting campaign. The harvester leaves the grain in the field sacked and the sacks dumped in groups of from three to five where they may be readily gathered for hauling away. The farmer must furnish the sacks, which, in the last two or three years have cost close to ten cents each. A sack will hold from 120 to 140 pounds of wheat and not far from 100 pounds of barley.

If the crop be gathered by the heading and threshing method the cost for heading will be about $1.25 per acre. About 15 cents per hundred is charged for threshing. The farmer furnishes feed for the fourteen or fifteen horses used in hauling the outfit from one setting to the next but the threshing campaign is rushed through in such a short time that this feed cost is small. As with a harvester the farmer provides the sacks. The farmer does not have to board either the thresher or harvester men. A cookhouse (dining-room on wheels) accompanies each outfit.

* * *

HARD KNOCKING WHEN DAMP.

Where the evenings and mornings are dry during the campaign the harvester method is preferred. A little dampness makes it difficult or impossible to knock out the grain. So when a morning is foggy the harvester may not start until the middle of the forenoon. Unthreshed headed grain in the stack is not so susceptible to moisture in the air as is the standing grain cut by a harvester, so that a thrasher may operate from early morning till sunset. When the harvester is delayed by damp mornings and evenings the expense of feeding the large number of horses and of boarding the men materially increases the harvesting cost, both to the farmer and to the proprietor of the harvester. In the interior valleys the harvester finds favor. Nearer the coast the threshing method prevails. The harvester is credited with wasting less grain than the header.

An estimate of the acre cost of producing wheat might include (on a basis of yielding five sacks per acre:) Plowing, $1; seed, 70 cents; harvesting, $1.75; sacks and twine, 50 cents; hauling grain to railroad or warehouse, 80 cents; making a total of $4.75. Five sacks of wheat would sell for perhaps $10. This would allow a profit of close to $5 per acre from which should be deducted a fair charge for the use of the land. From this there should also be deductions to cover an occasional crop failure, or partial failure.

The estimate of five sacks per acre is for a fairly good crop in some of the interior valleys. In other valleys and on lands nearer the coast, a greater yield might be expected.

Barley, which is much less affected by rust, is favored as a cereal crop near the coast where the greater periods of cloudiness and fog increase the rust menace to wheat, although some varieties of wheat are more rust resistant than others.

As with wheat the yield is variable. In favorable localities near the coast the production yields not far from $16 per acre. In the interior valleys it is generally less.

The same cloudiness and foggy conditions that threaten cereals with rust favor the growth of lima beans. In the coast regions of Ventura, Orange and Los Angeles counties much land formerly in barley is devoted to these legumes. In the interior the black-eye bean is grown with distinct success in some localities. It seems to require less air-moisture than the limas. The cost of bean culture is higher than that of grain but the returns are also higher.

* * *

LOOKING INTO DIRT.

On the physical character of the soil and a good working knowledge of its manifold possibilities the success of the "dry" ranchman in great measure depends. The soil ranges all along the scale from coarse sand to fine clay and exceedingly fine silt. The proportion of humus, or decaying vegetable matter, is important. The depth of the soil which appears at the surface should be noted and the kind of earth a few feet below should be observed. These conditions may radically affect the crop yield.

For such physical examination to a depth of say five feet a soil prod is recommended by Dr. Hilgard of the College of Agriculture of the University of California. The writer has used such a prod with very satisfactory results.

This prod, which a blacksmith can supply for fifty or seventy-five cents, is a straight piece of square spring steel, five feet long and of from three-sixteenths to one-fourth inch in thickness. One end is sharpened down to a four-sided point. A piece of iron pipe is welded to the other end like an auger handle. The blacksmith may want to make the rod a half-inch thick. Don't let him do it. When you try the prod you will see why.

On the ground which you wish to examine grasp the auger handle with both hands, hold the prod plumb and thrust it straight down into the soil. Be careful not to force it hard enough to bend the rod. Give the prod a twisting and steady downward motion, sending it as far down as you can without too much risk of bending it. A little practice will teach you how much. You can easily tell whether the rod is striking a stratum of hardpan or it has hit a rock. A slightly grating sensation on the handle almost surely shows that the point is penetrating coarse sand.

On account of the liability of bending the rod if you apply too much force you will get best results by using it in the late winter and early spring when the moist condition of the ground affords least resistance.

* * *

PEERING FOR LEAKS.

While the moisture-holding capacity of the soil near the surface is important the physical conditions five or six feet below materially affect the retention of the water. Sand to a considerable depth may afford excellent drainage but it also may favor the loss of moisture by reason of gravitation overcoming the capillary or film attraction. A very dense hardpan close to the surface may when there is a long-continued rainy period imprison the water so as to leave no air spaces between the films of moisture around the soil particles. Then the plant roots are deprived of air and drown.

Topography may help to a great extent in maintaining the moisture supply on a given piece of land. Where there is a considerable slope gravitation may accelerate the film flow from the hills above.

Although the volume of the rainfall for the season is of prime importance to the "dry" ranchman there are qualities of it which, in value for good or ill, may materially offset the quantity to a marked degree.

Scarcely any two localities in Southern California have just the same number of inches of rainfall in a season, that is from July to June, inclusive. With some exceptions the fall is heavier along the coast and lighter in the interior. In some mountain places it totals about thirty inches for the season, while in other localities such as Imperial Valley it is very slight. A seasonal total of ten inches means a fall approximately one thousand tons to the acre, or, generally, more than a ton of water to a pound of wheat.

* * *

DISTRIBUTION—DEPENDENCE.

On the favorable or unfavorable distribution of this great mass of water the grower of non-irrigated crops depends to a large extent. If the rain comes in big driving showers with rapid fall much of it runs off, leaving ugly erosions in its wake. Then, if there be a long period before the next rain, the ground in the clayey districts may become too dry for plowing.

But if the first rain comes early in November, comes gently and continues till a fall of between one and one-half and two inches has soaked the ground well then the plow teams can start and much of the grain crops may be put in early. And generally it is the early-sown grain that does the best.

If the next rain can come within three weeks and as gently as the first the ground is kept wet and the plowing may continue without interruption, excepting the period when rain was falling. If the rain, even though it be a gentle one, continues too long, the ground in the clayey districts gets boggy so that plowing must stop till it has partially dried.

Drying winds between the rains affect the crop conditions. When the ground is thoroughly wet by a voluminous shower the continuity of the moisture film in land not yet plowed facilitates the flow of moisture to the surface where the wind causes it to evaporate rapidly. After the land is plowed this continuity is broken with the result that the wind does comparatively little harm.

* * *

ONE MAN'S LAND.

One man or one family may farm with best results a piece as small as ten acres in one instance and as extensive as 250 acres in another. The size most profitable to undertake is governed by the kind of crop grown and the moisture, fertility and situation of the ground. If it be all or nearly all in olives or deciduous fruit trees he would better not attempt to cultivate so large an acreage as if he were growing grain.

It generally does not cost so much to live on a ranch as in the city. The water-rent collector does not approach the "dry" farmer with a monthly bill. The ranch well, once in order, does not often call for any material outlay. The house may not have a running water sink in the kitchen and there may be no electric lights but it is seldom indeed that there is rent to pay on it.

A horse rig, if the family does not have an automobile, provides transportation to and from town and there is not that incessant flow of car-fare nickels which the city dweller must face. The family cow may provide milk and butter for the table most of the year and a little surplus, perhaps, to send to town, while the two or three dozen chickens afford meat for the Sunday dinner and surplus eggs which are exchanged for groceries. With such a cow and chickens the cost of living for a family of two or three probably need not exceed between $5 and $10 per month. This would doubtless not include clothes, but clothes are inexpensive on a ranch. The writer, who is a reformed city man, has found that, not including "dress-up" garments, $25 per year will more than cover the cost of clothes and shoes. Half of the amount is required for shoes. The other half covers shirts, overalls, sox and underwear.

Experience is one of the crying needs in "dry" ranch management. Each season, different from almost all that have gone before, is every day developing new situations which are puzzling even to veterans. When to quit plowing, when to start, how much seed to sow to the acre, how deep to plow, when to summer fallow and whether to cut the product of a certain field for hay or leave it for grain call for close study. The farmer who has passed through something of the kind before has an advantage.

Skill of a degree much higher than the urban dweller might think is required in order to perform with facility and without waste of energy the many kinds of operations on the farm. Long practice is needful for some of the things that must be done, such as handling baled hay, working with a six-horse or eight-horse team, lifting sacks of grain and sharpening plowshares.

He who would succeed on the ranch must have a non-interfering combination of crops or other farm enterprises. Hay and bees do not do well together, for instance. Just when it is imperative to cut and stack the hay the apiary peremptorily demands attention. With chickens and bees the former may be cared for morning and evening while the bees can be worked during the middle of the day.

The successful "dry" ranchman has turned away from the too-prevalent happy-go-lucky style of the earlier days—the style typified by the slinging of baling wire and the waste of barley sacks.

* * *

HOW "DRY" RANCHING PAYS.

Estimated on a money basis alone "dry" farming does not generally yield the compensation which the nerve-straining occupations of the city afford. Now and then there are exceptions, such as when the local wheat crop is uncommonly large and the world's visible supply of that cereal is short. Of course the total value of the income items depends on how highly they are appraised and an appraisal is largely a matter of opinion. But even those whose desires call for the city life cannot fairly deny that besides money the ranchman receives a large measure of compensation from renewed health and corresponding greater capacity to enjoy life, from the greatly reduced cost of living and from reduction of the anxious care which is all too common among the struggling multitudes in the great business centers.

W. R. GREENWOOD.

What We Offer.

The pibroch of Clan McPherson never rang through more beautiful glens than are to be found in Southern California. And Byron, who sang in immortal verse of the sea, ought to have visited our beautiful beaches, to inspire his poetic lay

FEDER & COMPANY.

NATHAN A. FEDER.

Coming to Los Angeles from Minneapolis seven years ago with only $50 as his capital, Nathan Feder secured a position with a leading jewelry house. He appreciated the splendid future possibilities of this city and Southern California, saved his money and became familiar with the requirements and demands of the trade. As a result of his splendid ability and foresight, he is today head of the handsomely-appointed jewelry and silversmith establishment of Feder & Co., No. 549 South Broadway, one of the leading retail houses of this city. He carries a large and well-selected stock of jewelry merchandise, diamonds, novelties, etc., and is one of the rising and successful business men of Los Angeles, a booster with a growing trade and a bright future.

NEW METHOD LAUNDRY CO.

One of the more modern laundry institutions of the West is to be found in Los Angeles. This is the New Method Laundry, with an extensive plant at Nos. 401-411 East Sixth street, known as the "Permutit Process Plant," installed at an expense of over $5000. The new process reduces the hardness in water to practically zero—makes it as soft as rain water, according to analysis of Prof. Laird J. Stabler of the University of Southern California. Raw Los Angeles water has 25 to 30 deg. of hardness. Permutit water has less than one degree of the minerals which produce hardness. The softest water in the city is at the New Method. Every garment that comes to the plant is washed with Permutit water.

The New Method Laundry management extends an invitation to the public, especially the ladies interested in high-class laundry perfection, to visit its fireproof, modern, well-lighted and sanitary plant, the home of the wonderful Permutit process, with over 40,000 square feet of floor space.

This company gives special prices on family trade and extra special discount for work collected on Fridays. A laundry bag is presented free to every customer, and dry cleaning of costly and elaborate gowns of stage beauties (in fact, practically all the theatrical work is done here) and society people are cleaned at this establishment. The reason is superiority in work.

Officers of the New Method Laundry Company are well-known and representative men who believe in the future of Los Angeles. They are John Morris, president; E. R. Monk, vice-president, and Joe Demozzi, secretary and treasurer.

E. L. HOPKINS.

Identified with the building activities of Los Angeles in a representative manner, E. L. Hopkins, the architect, with offices at 616 Delta building, has made a specialty of high-class architectural work. He makes a specialty of schoolhouses and business blocks and is recognized as a factor in apartment-house and industrial site work, having been the architect of some twenty schoolhouses.

Mr. Hopkins is a believer in the future of Los Angeles and Southern California, and he has been the architect for a number of the real builders of this section. He is prepared to furnish plans and look after the construction of any class building for business or home purposes, and is a booster for his home city.

THE McCUISTION COMPANY.

General Agents for the Pacific Mutual Life Insurance Company since March, 1909, devotes itself exclusively to the business of personal accident and health insurance, and therefore has unexcelled facilities for handling the needs and demands of the insuring public.

Jack Paschall, assistant general manager for the McCuistion Company, is always ready to extend every attention and accommodation consistent with sound business principles. He gives that personal attention to the details of the office which makes it a pleasure to have business transactions with the agency.

The McCuistion Agency is the largest of its kind in California and justly deserves this distinction.

OCCIDENTAL LIFE INSURANCE COMPANY.

This is one of the big operating life insurance companies of the Pacific Coast. It writes both life and accident insurance, and has been highly successful because of its splendid and efficient management, believing in the prompt payment of loss claims. Its policy holders get the benefit of all forms of insurance and service consistent with safe business.

The Occidental Life Insurance Company now has handsomely-appointed and well-equipped offices on the twelfth floor of the new Merchants' National Bank Building, where it cordially welcomes patrons of the company, and gives intimate information regarding life and accident insurance. This is one of the representatives of the larger institutions of Los Angeles and Southern California.

BRESEE BROTHERS COMPANY.

For nearly a quarter of a century the name of Bresee Brothers has been prominent in Los Angeles as being the largest and oldest firm of funeral directors and undertakers, and during this time they have conducted the services of thousands of funerals among which have been those of many persons of note whose names are linked with the history of California, as well as of persons of prominence from many parts of the country.

The present company was established in 1892 on Broadway, near Sixth street, moving about eight years ago to the present very commodious building at No. 855 South Figueroa street.

The details of the business are under the direct management and personal care of E. H. Bresee, P. W. Bresee and M. A. Bresee. It is one of the pioneer firms of funeral directors in Los Angeles, and enjoys the esteem and confidence of all.

DEXTER SAMPSON COMPANY.

For many years the establishment of Dexter Samson Company, No. 1132 South Flower street, Los Angeles, has been recognized as one of the leading organizations of funeral directors of Southern California.

The directors of the company are: J. W. McKellar, president and general manager; C. E. McKellar, vice-president; W. M. Lewis, secretary, and Dexter Samson.

Each department is given thorough, practical attention as to details, and the establishment is handsomely fitted up for all purposes. As funeral directors, the company attends to all details, providing private auto ambulance, funeral cars, robes, automobiles, carriages and attendants, at reasonable prices, and lady and male assistants are constantly in charge of details.

Courteous efficiency is provided in all cases. Bodies are prepared for shipment to any part of the country and embalming is a specialty.

THE GOLDEN STATE PORTLAND CEMENT COMPANY.

This company, the manufacturer of Oro Grande "Bear Brand" Cement, has recently closed a contract to furnish the cement which is to be used in the construction of the harbor fortifications at San Pedro for the United States government.

It is understood that the Golden State Portland Cement Company is contemplating large improvements at its plant at Oro Grande, Cal., to take care of the increased demand for its product.

Bear Brand Cement has been on the market in Southern California for the past four years, and the fact that a number of the large office buildings in Los Angeles have been constructed with this cement is sufficient proof of its high quality.

HETZEL-WINGET CO.

A firm of building contractors that has established prestige in Los Angeles because of the substantial character of its work is the Hetzel-Winget Company, with offices at 604 Grant building.

The business is now handled under the direct supervision of Valentine Hetzel, now owning and controlling the interests of the firm. He is an experienced contractor and builder in touch with all the details of the trade.

Mr. Hetzel has had charge of the building and construction of many houses, residences and business structures, and his ability has been substantially proven by high-class work. He is prepared to make estimates for all classes of buildings.

HIPOLITO SCREEN & SASH CO.

"Quality and Service at Right Prices" as its slogan has been the means of making this concern the greatest factor in its line in the West.

The Hipolito Patent window screen and screen door are known to have no equal in regard to material and construction.

The Hipolito Patent Reversible window is in about 75 per cent. of the large buildings in Los Angeles.

The last word in window screens is said in the Hipolito Disappearing Roll Screens. Call them up and the information you desire will come to your door.

PIERCE BROS.

This representative firm of undertakers established its business in Los Angeles some eleven years ago. Since the inception a splendid prestige has been built up, which is steadily maintained. The establishment is located at No. 810 South Flower street, where they have one of the most modern and well-equipped funeral parlors in the city, offering every accommodation and convenience for patrons requiring the services of funeral directors. Pierce Bros. operates a finely-appointed ambulance service, is equipped with auto funeral cars and invalid coaches, and provides all the necessities and details for funerals. The service is maintained day and night, and the highest efficiency is assured.

Pierce Bros. are representative men of affairs who believe in the future of Los Angeles.

JOHN R. PAUL CO.

A well-established undertaking organization with an influential prestige is that of the John R. Paul Company, Nos. 2029-2031 North Broadway. The company has a modern and well-appointed institution and provides everything representative in the way of funeral directors and embalmers. The best class of automobile ambulances, funeral cars and conveyances are furnished on order. Bodies are embalmed for shipment anywhere, and funerals are handled in a courteous and capable manner.

John R. Paul is president of the company, while the active management of the establishment is vested in H. L. Hamaker, secretary and manager, a trained specialist and funeral director familiar with all the requirements of the profession.

ALHAMBRA FURNITURE & UNDERTAKING CO.

For seven years F. A. Utter and C. W. Allen of Alhambra have been associated in business. They operate two establishments, one a modernly-equipped undertaking institution, provided with an automobile ambulance and all necessary equipment, conducted under the firm name of Utter & Allen.

The other interests represent a thoroughly-equipped and well-stocked furniture business, with such lines as furniture of all kinds, the largest stock in Alhambra; rugs, carpets and picture frames. They are prepared to fully furnish and outfit any department of the modern home. Both are energetic boosters.

A. J. KOLL PLANING MILL CO.

For nearly thirty years the name of this pioneer mill and lumber operator has been prominently identified with the building activities of Los Angeles. He is the manufacturer of Koll's Patent Lock Joint Columns, and specializes in composition capitals, brackets, rope moulding, automatic lathe turning, and all kinds of mill work, scroll and band sawing. A specialty is also made of interior finish, wood turning, moulding, etc. Many of the best finished business houses, stores, offices and homes of this city have been equipped and decorated under Mr. Koll's personal supervision.

The big Koll plant is located at Nos. 421-427 Colyton street. A. J. Koll, sole proprietor, is assisted by Walter and Harvey Koll, his sons, who are taking an active interest in the business.

CITIZENS' TRUCK CO.

A representative organization doing a general trucking business is that of the Citizens' Truck Company, No. 207 South San Pedro street, Los Angeles. The officers of the company are such well-known men and boosters as V. V. Cochran, president, and E. A. Cochran, secretary.

The company makes a specialty of hauling freight for commercial and business establishments, moving, piano hauling, etc., and is equipped with excellent facilities to handle all work promptly and efficiently.

The best class of truckmen is employed and orders placed with the Citizens' Truck Company are promptly executed, the goods are handled carefully, and operating along these lines a splendid patronage has been built up and firmly established.

W. A. BROWN, FUNERAL DIRECTOR.

At No. 1047 South Figueroa street, Los Angeles, is located the attractive and commodious undertaking establishment owned by and operated under the personal direction of W. A. Brown, a funeral director with many years' personal and practical experience.

As a funeral director, Mr. Brown has become an active factor in Los Angeles. His funeral parlors are conveniently located, and the furnishings and equipment are thoroughly modern and representative, Mr. Brown being prepared with a capable staff of male and female assistants to take full charge of all directions, providing robes, caskets, funeral cars, flowers, pall-bearers, minister, etc., and looking after those minute details so necessary in cases of his profession.

Bodies are embalmed for shipment to any part of the world, and the establishment is equipped with all modern features, such as automobile funeral car, and, in fact, complete automobile equipment, and a well-located and arranged chapel.

W. A. Brown is a native of Alabama. His early education he obtained in public and private schools through personal initiative, graduating from Howard College at Birmingham, Ala., with high honors.

Twenty-two years ago he came to Los Angeles, where he followed various occupations for several years, later establishing his present business as a funeral director, and has built up a splendid prestige because of his sterling character.

He is a deacon of the First Baptist Church, is a member of the Loyal Order of Moose, Golden State Lodge, No. 29; is affiliated with the Knights of Pythias, Fraternal Brotherhood, and is a member of the Cirgonian Club, as well as being a booster for Los Angeles and a representative man of affairs who has met with success.

THE PARAFFINE PAINT CO.

The largest manufacturers of building and roofing materials in the West is the Paraffine Paint Company, whose Los Angeles and Southern California interests are handled under the direct supervision of E. G. Judah, manager, with offices at 516-520 Security building and warehouses at Nos. 711-715 Lyon street.

The company specializes in the manufacture of and sale of Malthoid and Ruber-oid Roofing, which is waterproof, weatherproof and gives absolute roof protection. It is desirable for buildings of all classes, and is economical because it lasts longer and is sold by many hardware and lumber dealers. Wideawake builders demand that Malthoid or Ru-ber-oid Roofing be put on their buildings.

The Paraffine Paint Company has been one of the big factors in the progressive upbuilding of this important city.

FRANK M. TYLER.

An architect with an established prestige who has been identified with the building life of Los Angeles for years is Frank M. Tyler, with offices at 907-8 Black building.

Mr. Tyler makes a specialty of designing fine homes and stately residences, and many prominent buildings that grace and set off the Wilshire and other sections of Los Angeles bear evidence of his art and handiwork. He also plans high-class apartment-houses, business blocks, industrial plants and ornamental structures.

Frank Tyler is a representative booster who believes in the future of Los Angeles, and he never neglects an opportunity to say so when he talks for substantial results.

THE C. F. A. LAST CO.

Handling as a specialty the wines made generally famous under the Mistletoe brand, the C. F. A. Last Company of Nos. 127-131 North Main street, one of the pioneer distributing firms of Los Angeles, has built up a splendid prestige for these products. Among the goods handled are choice Clarets, Zinfandel, Cabernet, Burgundy, Hock, Riesling and Sauterne, Port, Sherry, Angelica, Muscat, Maderia, Malaga and Tokay. These wines are all aged and bottled when the wine is ripe and mellow.

The magnificent grapes of the wondrous Southern California soils when converted into high-grade wines under the Mistletoe brands and distributed through the big Los Angeles wholesale house of C. F. A. Last & Co., add semi-historical fame to this grand and glorious Golden State—California.

THE ANITA MARKET.

Twenty-two years ago Arthur Cohn started in the grocery and fruit business in a small store with a small capital on the same premises where his present large and commodious establishment, the Anita Market, is now located, Nos. 512-514 West Seventh street. He has steadily climbed the ladder of success, ably assisted by his estimable wife, who has worked with him continuously for nearly a quarter of a century to build up a substantial trade and rear a splendid family.

At the Anita Market one finds a large and well-stocked establishment, carrying staple and fancy groceries, fresh meats of the choicest varieties, fish, poultry, fruits and vegetables, butter, eggs, oysters and delicacies, also bakery products from their own bakery.

Arthur Cohn is today one of the solid business men and a booster for Los Angeles and Southern California.

R. P. Rithet, President — Telephones
A. P. Harwood, Vice-President — Main 5408
W. H. Doty, Sec. and Manager — Home A 1935

Union Fertilizer Company

Manufacturers and Dealers in

FERTILIZERS

1016 California Building
Second and Broadway — Los Angeles, Cal.

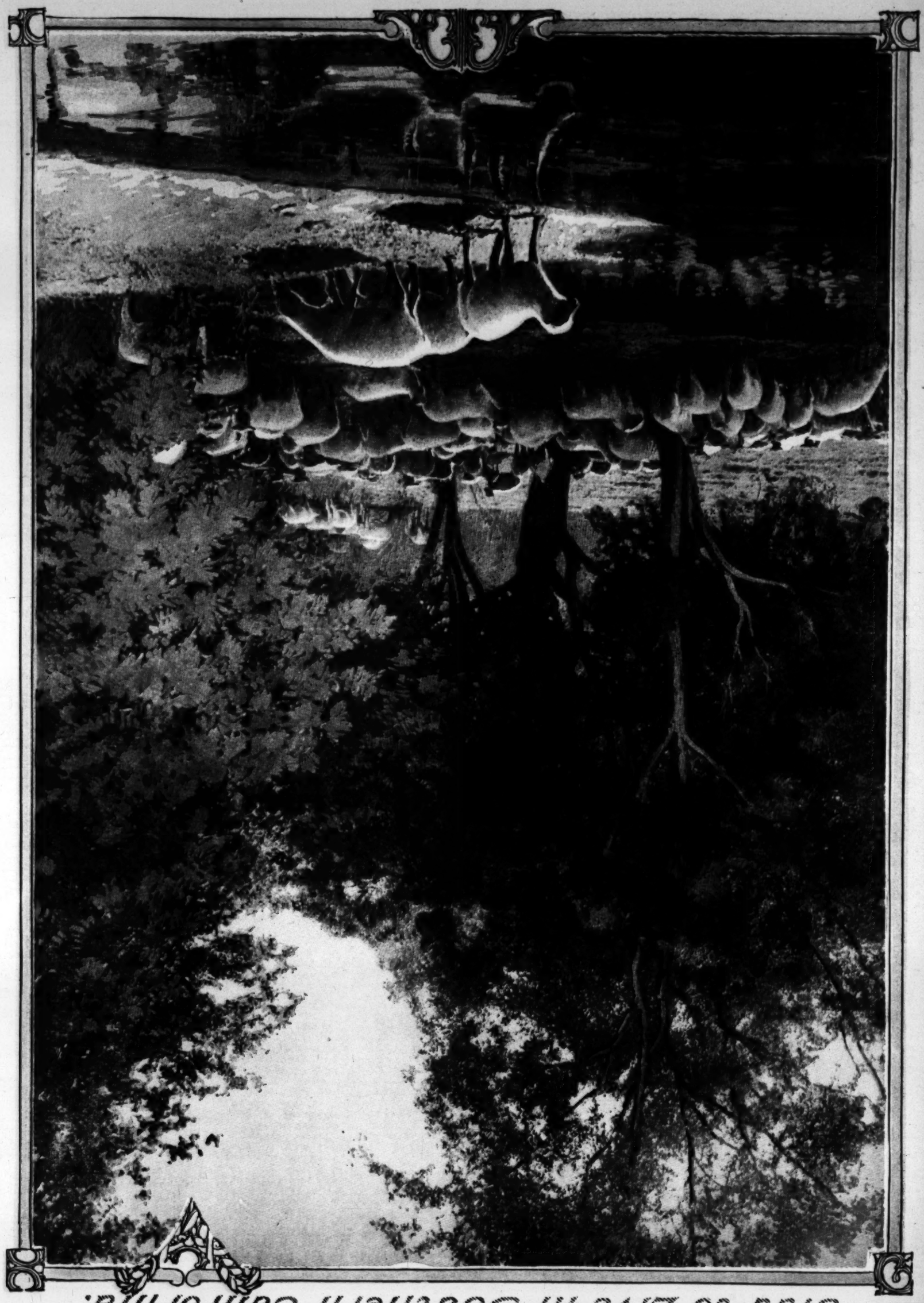
Headquarters for .....

Bakers and Confectioners

When You Visit Los Angeles Visit Us. If You Want Information Before You Come Write Us.

The Southern California Supply Company

814 East Third Street - Los Angeles



Glad to Live in Southern California.

We Raise Fine Cattle in the Southwest.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

MME. KEELER—COSTUMER.

Dame Fashion says that "Paris dressmakers have gone to war, their needles grown into swords, that they have daggers sticking about their persons instead of pins, and now what's to become of the fashions?"

Los Angeles is not uneasy at all. There is a prophet in our glorious city, a wizardess of the wardrobe, Mme. Keeler, inceptor of the celebrated Keeler Costume Company, in the Henne Building, who gowned the Gaiety company in "The Red Widow," who dressed "Let's Get Married," and who in New York reproduced the costumes of the original productions of "Mme. Sherry." She made costumes for "The Merry Widow" and "The Charity Girl," and in London costumed "The College Widow" for Henry Savage.

Mme. Keeler claims that American actresses, who set the fashions on the stage of this country, are quite capable of thinking for themselves, and that native costumers can conceive the most elaborate gowns and toilette accessories, and the comedy of clothes in Los Angeles and California is all that could be desired, with original styles and fashions now being produced to suit all requirements and cultivated tastes.

It is to be noticed that the gowning of "The Red Widow" is a splendid example of the subtlety of effect gained in costuming a musical comedy and the difficulties to be surmounted. Madame is a great believer in the psychology of color. There is humor in color, according to this distinguished costumer. The secret of the talented woman's success lies in her ability to see, appreciate and conceive to meet the situations.

The many and beautiful costumes of "Let's Get Married" were special effects created by Mme. Keeler, who costumed the leading members of the company.

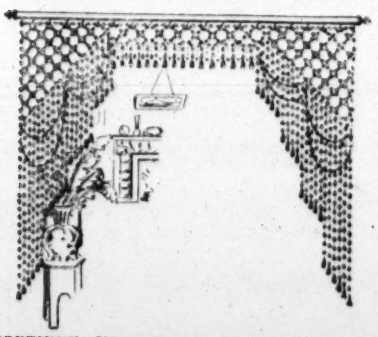
When Selma Paley moved into her new role in "Fine Feathers," she was gowned artistically by Mme. Keeler, who imparted the most attractive imported effects into the creations.

And the latest achievement, perhaps, was the costuming of "The Red Widow," many wonderful and fascinating gowns being introduced to add to the Los Angeles effect and the Mme. Keeler class and originality.

Many of the leading motion-picture actresses have their most effective gowns created by Mme. Keeler, and it has become a popular fad with society leaders to seek audience and dress consulations with this creator of divine effects in women's dress.

Mme. Keeler has been established in costume leadership since 1900. This is her first season in Los Angeles, and her fame and prestige have become thoroughly and firmly established. This talented woman has achieved costume history, and her specialty is modern costumes for people of the stage and for fashionable women who demand and appreciate the most artistic effects.

EUCALYPTUS PORTIERE CO., INC.



FORTIERE NUMBER 37—GRACIOSA DESIGN

This company, which was organized six years ago, originated and marketed the first of the now famous eucalyptus portieres. These beautiful creations are made up in their factory, mostly from two varieties of pods from the eucalyptus tree (the wonder tree of the world.) The pods are, namely, blossom and seed pods, combined with beautiful scintillating beads, which gives a most desirable color scheme, an effect that is wholly unobtainable from any other portieres or draperies.

These portieres are in many beautiful homes in Los Angeles, and, inasmuch as many eastern people like the novelty and interesting work of making their own portieres, the company has arranged complete instructions, to be furnished with each order. This work is exceedingly interesting and easy, while the cost is light.

Owing to the demand for pure eucalyptus oils, the company has recently placed on the market "Speco" eucalyptus oils, imported direct from Australia, and, without doubt, the finest, purest and most penetrating oils ever placed on the market. Many persons are becoming acquainted with the uses and merits of pure eucalyptus oils, especially for catarrh, asthma, tuberculosis and throat, bronchial and lung troubles. Eucalyptus oils mixed with eucalyptus powders are put up in pillow form also, so that benefits are derived from sleeping on them. Other lines made by the company embrace rose beads and California floral beads of all colors. These beads are now the rage all over the country.

Visitors are cordially invited to inspect the store at No. 126½ West Ninth street and see the eucalyptus portieres and other products being made up.

JAPANESE ASSOCIATION OF COMMISSION MERCHANTS.

A capable and intelligent body of business men who handle much of the produce, vegetables, fruits, poultry and country products in and around Los Angeles is that of the Japanese Association of Commission Merchants, with official headquarters at No. 943½ South San Pedro street, City Market of Los Angeles.

Officers of this organization are well-known Japanese leaders and business men, thoroughly familiar with conditions of supply and demand, whose endeavor is to supply the retailers and consumers of Los Angeles with the best quality and variety of vegetables and fruits at all seasons of the year.

The officers are as follows: T. Izum, president; Z. Yamada, vice-president; Y. Kizu, treasurer; M. Arakawa, secretary, and S. Hasegawa, S. Shirakihara, directors.

The following are the active members of the organization and the products specialized in:

Bay City Produce Company, commission merchants, wholesale fruits, vegetables and berries. Celery a specialty. Nos. 1011-1013 South San Pedro street. This is one of the older firms of the produce trade, whose owners have built up a substantial prestige.

Izumi & Ichikawa, commission merchants, wholesale dealers in berries, vegetables and produce, headquarters at the City Market of Los Angeles, stalls 913, 915, 917 and 919, Ninth and San Pedro streets. This firm is familiarly known as the I. & I. Co. They enjoy a splendid prestige and buy and sell great quantities of produce and vegetables.

Isuji Produce Company, commission merchants, dealing in fruits and produce, located at No. 1023 South San Pedro street, at City Market. This firm deals extensively in high-grade products and fills all orders promptly. They have an active management and the business shows a steady increase.

Miyake Produce Company, commission merchants, wholesale dealers in berries, fruits and vegetables, located at Nos. 1035-1037 South San Pedro street, City Market. This firm does a large general trade and has representatives in the near-by markets buying vegetables and fruits.

S. Hasegawa & Co., commission merchants, located at Nos. 931 to 935 South San Pedro street, City Market. This firm does a general commission business, buying and selling fruits and country produce for farmers and growers. A specialty is made of carload lots of vegetables to the eastern and northern markets in winter.

Berry Produce Company, wholesale and retail commission merchants, dealers in berries, fruits and fresh vegetables, located at Nos. 901-3 South San Pedro street, and Nos. 648-50-52-54 East Ninth street, City Market of Los Angeles. This firm does an extensive business and has built up a good trade.

San Pedro Produce Company, wholesale and retail dealers and handlers of fruits and vegetables, potatoes and walnuts a specialty, located at Nos. 905-907 South San Pedro street, Los Angeles City Market. This firm supplies many of the retail wagons of the city with vegetables and products.

American Produce Company, wholesale fruit and vegetable commission merchants, located at Nos. 939-941 South San Pedro street, City Market. A specialty is made by this firm of "The Berries," and a large patronage is enjoyed.

K. & K. Produce Company, commission merchants, dealers in berries and specializing in fruits and vegetables, Nos. 909-911 South San Pedro street, City Market. Berries and fruits are handled in large quantities for the general trade and quality is a special feature. This oldest and most popular firm is known through the East and North as car-lot shippers of vegetables.

Laguna Produce Company, commission merchants, No. 947-951 South San Pedro street, City Market. Operating under the L. P. trade-mark, this firm does an extensive business in all lines of country produce and stands ready to supply all orders promptly.

S. S. Produce Company, general commission operators and handlers of everything in fruits and vegetables. Special attention is paid to the city retailers, and quality is a feature. The business shows a substantial growth and development.

M. & S. Produce Company, owned by Y. Susuki and J. Tsuruda, enjoys a general commission business in wholesale berries, fruits of all kinds and vegetable products, located at City Market. This firm is sole handler of Hawaiian products, pineapples and cocoanuts. They also specialize in seed potato supplies.

Red Awning Store, wholesale and retail dealers in produce and poultry, also dealers in groceries, is located at Nos. 1041-1051 South San Pedro street. This house supplies many farmers and ranchmen of the Japanese trade with their merchandise and supplies.

M. Arakawa, the genial secretary of the Japanese Association of Commission Merchants, is an active business man who works untiringly to cement closer the bonds of friendship and trade conditions between the Japanese and American peoples. He makes it a specialty to instill into his countrymen ideas of straightforward business methods. That he is successful and popular with all classes is attested by his many friends. He is an untiring worker for the Japanese cause, and is an able man in the right place as secretary of this substantial organization.

J. J. NESOM.

An interesting story of successful business is shown in the life of J. J. Nesom, the well-known druggist, whose handsomely-appointed establishment is located at the corner of Hill and Sixth streets, in one of the best locations in Los Angeles.

About seven years ago Mr. Nesom came to California from El Paso, Tex., in search of health. He established a drug store at Glendale, and, while building up his health, he built up a splendid patronage, which grew and expanded with each year. He made many friends, and in a few years found his health fully restored. He then moved to Los Angeles, establishing his present well-located drug store in February, 1914. That his judgment was sound is attested by the splendid trade he now enjoys.

Nesom's Drug Store is handsomely appointed and the stock carried embraces the choicest and purest of drugs, with a representative prescription department as a special feature. Toilet articles, specialties and druggists' sundries of all descriptions are found in the various departments.

Mr. Nesom also manufactures the ...nous Pyo-Rem, a remedy that is most efficient for pyorrhea, and which is in demand throughout Southern California and the Southwest. He has also introduced other specialties which are in active use and recommended by the medical profession.

The equipment of Nesom's Drug Store is augmented by one of the handsomest and largest of soda fountains, where fresh drinks are served by experts, and a cordial welcome is extended visitors and patrons of the establishment by Mr. Nesom and a staff of courteous and efficient clerks.

THE OCEAN PARK CANCER SANATORIUM COMPANY.

This sketch, telling about the remarkable and successful cancer cures effected by this noted institution of Los Angeles, operated under the personal direction of Edith Marian Keith, is most interesting.

A specialty is made of curing cancer, tumor and skin diseases under a modern and scientific system of treatment given solely by the registered licensed physicians of the Ocean Park Cancer Sanatorium Company of Los Angeles. Examinations and consultations are free and terms may be arranged before any expense is incurred. The method of treating cancers is by far the most superior known in the medical world today. The treatment for this disease and the results obtained bear out the statements made by the management.

Many thousands of cancer patients have come under Mrs. Keith's special care during her years of experience and work, and there are few who can equal her in skill and knowledge. She has assisted in caring for thousands of afflicted ones who have had cancers. She gives each case personal attention. Offices of the company at No. 702 South Spring street are presided over by competent registered physicians.

Clergymen and physicians, and members of the immediate families of doctors have been treated successfully by the physicians at The Ocean Park Cancer Sanatorium Company for cancer.

A splendid reputation and standing has been established, and many reliable physicians unhesitatingly recommend the treatment as prescribed by the Ocean Park Cancer Sanatorium Company of Los Angeles, rooms 214-215, No. 702 South Spring street.

THE ASIA COMPANY, INC.

Appreciating the wonderful growth and development of Los Angeles and preparing for the thousands of 1915 exposition visitors, the Asia Company management has had the handsomely-appointed establishment thoroughly remodeled and new fixtures and furnishings installed, making it one of the most complete stores of its kind in the West.

Under the direction of B. Morey, local manager, a magnificent stock of Japanese goods, teas, rices, crabs, shrimps, matches and products is carried for the wholesale and jobbing trade of the entire Southwest, much of which is supplied by this company. The Los Angeles city and suburban trade is promptly and efficiently handled, and the trade grows and expands with each year.

The Asia Company is located at Nos. 249-251-253 East First street, where visitors are cordially welcomed.

Grider's Birdland.

One of the more notable and original men of Los Angeles is L. M. Grider, creator of Grider's Beautiful Birdland, at Pico street and Central avenue. Mr. Grider, a wealthy land owner, has spent a small fortune in the mating and observing of birds and creatures of animal life. He made his fortune in land in this city and Southern California.

Grider's Birdland is a pretentious building with many departments, including a huge covered aviary. Here hundreds of birds of beautiful feathers and plumage and silver voices sing joyfully every day in the year. Birds and pet stock are kept under conditions true to nature.

Birdland is a mass of palms, trees and foliage, cages and amusement features for the protection and breeding of birds. A great electric illuminated fountain provides fresh water for drinking and bathing, and hundreds of birds enjoy this feature. Protected hidden nests have been devised by Mr. Grider for his pets, wherein eggs are laid and young birds hatched.

Mr. Grider has beautiful mountain quail, cooing doves and tame and wild pigeons of varied hues, loving and mating; dainty weaver birds, the markings of the males in black and orange being especially notable. Birds from Australia and Africa are mated for the Grider collection.

Parrots of every known variety from all parts of the world, dwarf parrots of brilliant plumage and rare talking birds, grand strutting peacocks, green and white, from Asia, add to this wonderful birdland. Talking parrots, imported singing and fancy canaries, birds for aviaries, gold and fancy fish, pet stock, monkeys, etc., are found at Grider's Birdland.

Grider's Birdland is under the personal management of J. C. Edwards, one of the best-known bird experts of the country, who has traveled extensively and acquired that intimate knowledge of bird and animal life that is necessary at Birdland.

Mr. Edwards is Mr. Grider's right-hand man, and together they have worked out many problems in animal life, achieving splendid results.

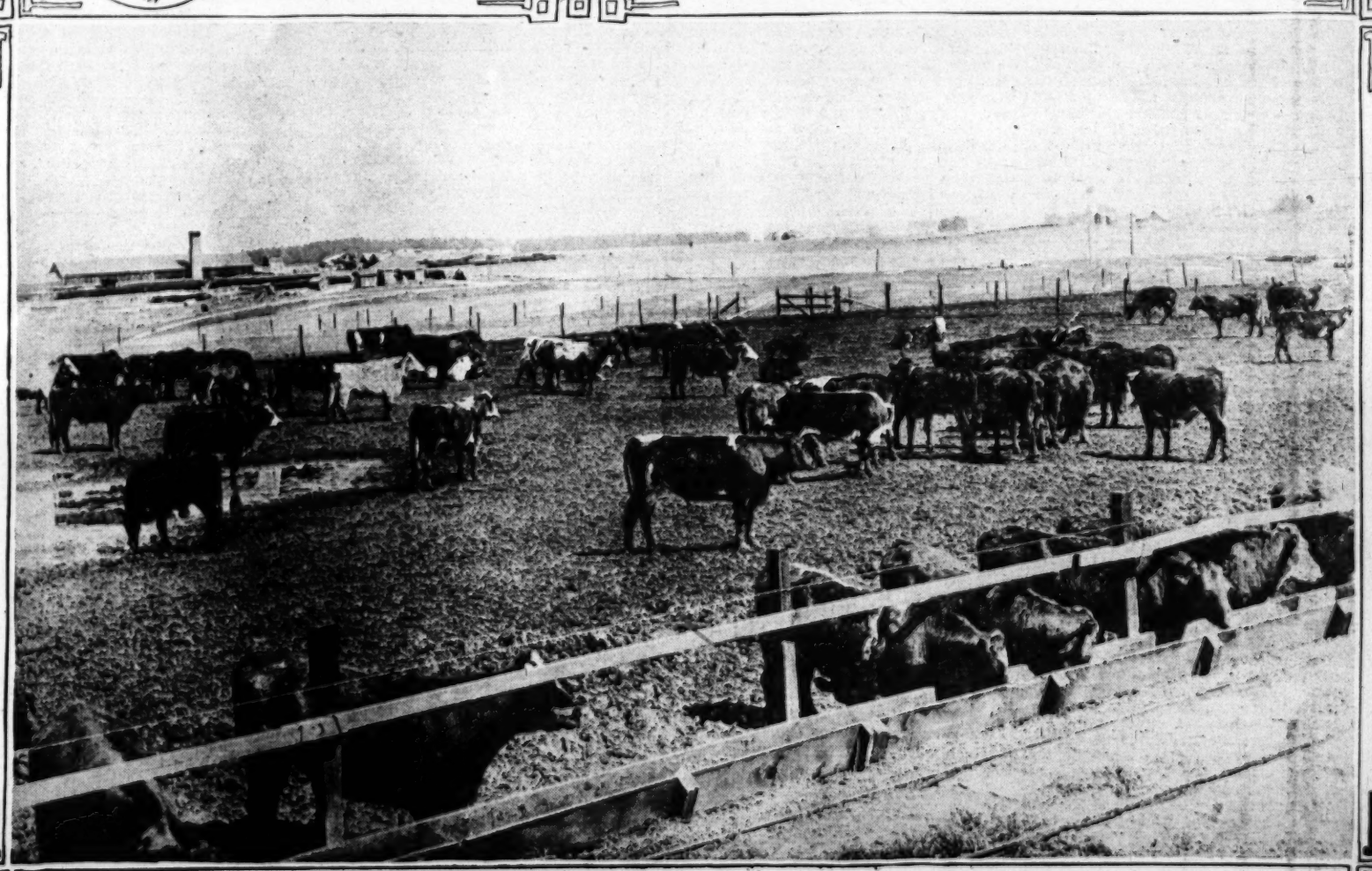
Under Mr. Edwards's direction the bird, animal and poultry supply department has become well established. Thousands of baby chicks are sold annually, being shipped to all parts of the country.

Mr. Grider operates a large city store at No. 216-218 Mercantile Place, in charge of George C. Moore, carrying a full stock of dogs, kennel supplies and remedies for birds and anima... of all kinds, also hundreds of birds for sale.

Visitors attending the two expositions are cordially invited to make Grider's Birdland one of the especial points of visitation. It is open to the public every day.

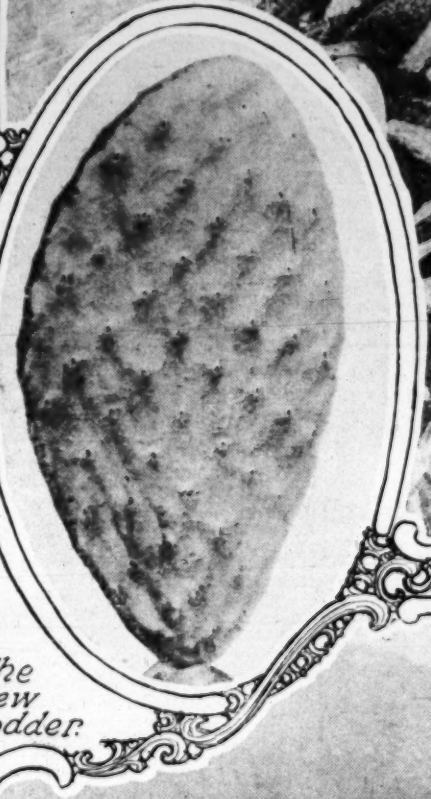
L. M. Grider, the owner of these institutions, is one of the wide-awake business men of Southern California. He came here when the going was good, realized the opportunity was ripe, purchased and sold lands and real estate, and now has practically retired from active life, simply enjoying his idle moments midst the pleasurable scenes and life with nature and his birds and animals.

We Raise Fine Cattle in the Southwest.



A Profitable New Desert Industry—Spineless Cactus.

Shipping the product. In a freight car.



The new fodder.

Setting them out.

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Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

ANNUAL MIDWINTER NUMBER. 85

MME. KEELER—COSTUMER.

Dame Fashion says that "Paris dressmakers have gone to war." Their needles strown into swords, that they have daggers

JAPANESE ASSOCIATION OF COMMISSION MERCHANTS.

A capable and intelligent body of business

J. J. NESOM.

An interesting story of successful business is shown in the life of J. J. Nesom, the

Ocean Park Cancer Sanatorium Company of Los Angeles. Examinations and consultations are free and terms may be arranged before any expense is incurred. The suffe-

One of Our Best Money-Making Crops.

Riches Coming to the State from Grapes and Wine

WINNING THE WORLD.

CALIFORNIA, the most important viticultural State in the Union, has just emerged victorious from an electoral battle with the prohibitionists who threatened the destruction of its $150,000,000 wine industry, including the serious curtailment of the raisin and table grape production. The defeat of this wholly un-American and unprogressive amendment demonstrates the faith of the people of California in the viticultural industry as advancing the State's prosperity and fame through the purity of its wines and annually bringing a return of many millions of dollars.

The extent of California's vineyards is many times greater than all the other vineyards in the United States taken collectively, there being approximately 330,000 acres on which grapevines are growing. Of this acreage over one-half, or 170,000 acres, is planted to wine grapes, 110,000 acres to raisin grapes and the remaining 50,000 acres to table grapes. At a conservative estimate of $200 per acre this total vineyard area would represent a value of $66,000,000. In order to realize the value of much of this acreage one must visit some of the hillside vineyards or those of light sandy silt in the interior valleys capable of supporting no other crop profitably but the grape. The grapevine, like the sugar beet, has been one of the most remarkable factors in the reclamation of large stretches of barren and apparently useless land. The scientific skill and endless perseverance of the Italian-American and French-American vintners—added to the general thrift and pluck of the grape growers, make up one of the most thrilling and fascinating chapters in California's glorious history of agriculture. Theirs was a slow and Herculean task, this planting of thousands of wide acres of rough land, very often under adverse conditions. And their spirit of progress has been rewarded in the beautiful sight of mile after mile of green, smiling vineyard in every section of the State.

The actual progress which the wine industry has achieved in California is best expressed by the following summary of its production for periods of five years from 1873 to 1913:

Dates.	Gallons.
Five years ending 1873.....	16,800,000
Five years ending 1878.....	21,000,000
Five years ending 1883.....	42,700,000
Five years ending 1888.....	71,000,000
Five years ending 1893.....	89,708,409
Five years ending 1898.....	96,643,915
Five years ending 1903.....	142,051,074
Five years ending 1908.....	187,884,093
Five years ending 1913.....	225,815,945

The State's production for the season 1913 totaled approximately 43,000,000 gallons, of which 25,000,000 gallons were dry wine and 18,000,000 gallons sweet wine. To produce this amount of dry wine 180,000 tons of grapes were required, and for the sweet wine 212,000 tons of grapes. There also were 1,544,245 gallons of brandy manufactured and placed in bond, requiring 51,000 tons of grapes. It is estimated that the grape growers received for all grapes delivered to the wineries over $6,000,000. The number of wineries entering into this production of wine was over 700 and the commercial value of their product for this year amounted to $15,000,000. The grapes were raised in forty-five of the fifty-eight counties of the State. The sections yielding the largest production were the San Joaquin and Sacramento Valleys, with Napa, Solano, Fresno, Tulare, Santa Clara, Alameda, Contra Costa, and in Southern California San Bernardino and Riverside counties. Considerable grapes are also grown in Los Angeles and Imperial and San Diego counties, although not all of them are made into wine.

* * *

GROWTH OF INDUSTRY.

In the Mission days before the secularization and the American invasion there were many fine vineyards of from five to thirty acres each scattered all the way from San Diego to Sonoma. The Mission grape is a variety still widely grown. With the fall of the Missions the vineyards of California became sadly neglected and were mostly destroyed. It was not until 1859 when Col. Haraszthy of San Diego was delegated by the State Legislature to visit the European wine-producing centers and later returned to California with 100,000 select clippings that the vineyards here were given generous and serious attention.

Today California is the largest producer of wine in North America and equals Chile's production in South America. Some of the largest vineyards in the world are located in the State, notably the Italian Vineyard Company's 3200 acres of Alicante, Bouchet, Burger, Folle Blanch and many other choice varieties in San Bernardino county; the Wahtoke vineyard, near Reedley, in Fresno county, of 3631 acres, with many leading varieties, and the Vina vineyard in Tehama county, with 1500 acres planted mostly to Zinfandel and Burger. It is the custom to refer to the wine sections of California as the "dry wine districts" and the "sweet wine districts," the former located principally in the foothills and valleys of the coast country from San Diego to Mendocino, and the latter situated in the interior valleys of the Sacramento and San Joaquin from Kern to Shasta. Another classification which is probably more accurate divides the sections into producers of fine wines and bulk wines. Fine sweet wines resembling Chablis, Burgundy, Hermitage and Sauternes, are made in the warmer localities on the slopes of the Coast Range and in the valleys of the Sierras. There is such a wide divergence of climatic and soil conditions in the different parts of California that although the quality of the wines is about the same, their character will be entirely different. In the north and central grape-growing sections the cooler climatic conditions prevail which are conducive to the production of dry wines of the Rhine, Moselle, Champagne and Medoc type. The bulk wines, on the other hand, are produced in very large quantities in practically every part of the State where natural conditions make their manufacture inexpensive. The majority of both dry and sweet wines are the product of the Zinfandel grape which is an extremely heavy producer in comparison to some of the finer varieties. There are altogether about forty other varieties grown in the State, depending entirely upon location. These include of red grapes the Carignane, Petit Sirah, Grenache, Green Hungarian and Teher Szagos. The table and raisin varieties, of which the second-grade crops nearly always are sold to the wineries, include the Verdal and Thompson Seedless, Flame Tokay, Malaga, Muscat and Sultana.

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MAKING SWEET WINES.

The method which is used here in making sweet wines requires the grapes possessing the highest possible percentage of sugar, this usually averaging from 20 to 30 per cent. This sugar is converted into alcohol by fermentation, but in sweet wines before a great amount of sugar has been fermented out, grape brandy is added to arrest fermentation and supply the necessary alcoholic strength. Dry wines are those which are subjected to longer fermentation, thus converting more of the sugar into alcohol. Red wines are made from grapes having very dark skins, which are allowed to ferment with the juice. White wines are the product of the lighter-colored grapes, the skins of which are removed before fermentation takes place.

The manufacture of sparkling wines and champagnes naturally fermented in bottles is rapidly increasing in California, and these wines, owing to their superior purity, low price and other qualities are fast displacing the imported French and Italian brands on the American market. The output of the Italian-Swiss Colony in the northern part of the State now totals about 500,000 bottles each year of the Golden State champagne, which is the brand that will be introduced to the American public during the exposition year. The quality of this champagne is said to compare more than favorably with the best French product.

Considerable interest is manifested in California's wine industry from the economic standpoint. In answer to repeated questions about actual profits derived from the raising of wine grapes it is fair to state that no exact answer can be returned inasmuch as conditions governing the size and value of the crops vary so widely in different parts of the State. However, from statistics gathered from Viticultural Commissioner Stoll, it would seem conservative to place the gross returns at an average of $50 per acre and in some sections, of course, much higher than this. From two to ten tons of wine grapes are generally produced on an acre of land, depending a great deal upon the skillful treatment accorded the vines by the grower as well as the climate and soil. The prices paid for wine grapes vary largely from year to year in accordance with market conditions and the extent of the combined output. The average price paid for grapes of the Zinfandel variety this year in the bay counties ran about $12 per ton. The finer varieties of Serne, Mondeuse, Cabernet and the like brought on an average $20 per ton. Sweet wine grapes in Fresno county were worth on an average between $6 and $10 per ton. Considering all districts and all standard varieties of wine grapes now being raised, it is safe to say that $10 per ton is a good average. At this price the grower can prosper, and any increase over this gives him headway in his effort toward independence.

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SUPPLANTING FOREIGN WINES.

The stability of any industry, particularly an agricultural one, may be gauged by the ability of the producers and the marketers of a product to keep an even balance between the consumption and the production, or what is still better, to increase the demand slightly in excess of the supply. It was a remarkable achievement of the executive genius who organized and superintended the operation of the California Lima Bean Growers' Association, which, through systematic advertising methods, succeeded in putting the lima bean on practically every table in this country in order to take care of a surplus production. Similarly effective methods have characterized the wine producers of this State in their persistent efforts to educate the American users of wine to prefer the California product to the imported article, for which more money must be paid, but which is often not as good in quality. So efficient and widespread has been the campaign of the California wine producers that not only have foreign wines been largely supplanted in this country, but an export business amounting to millions of gallons has been built up with some thirty-three foreign countries. The exportation of California wine by sea in 1912 amounted to over 13,000,000 gallons, worth about $4,500,000. Since then this has been greatly increased.

The marvelous future now gradually being unfolded to the California wine industry reveals a vast export market in the countries of Europe where vineyards have been laid waste and wineries destroyed in the heart of France's most productive wine country. The market for wine with Latin-American and island countries is being rapidly developed and admits of great expansion in the near future owing to the inability of European wine-growing countries to export their usual amounts to over-sea customers.

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NEW VICTORIES.

Two events have occurred in the United States recently which are conducive to the success of California's wine industry, namely, the opening of the Panama Canal, which offers cheap transportation to the Atlantic Coast, and the late decision of the United States Treasury against the manufacture of pomace wines. In the first case the tremendous business which will be transacted by Californian producers with the eastern and middle western markets via the canal route cannot be estimated, but it will be vast. The percentage of this business which will accrue to the wine producers already promises to be extremely large. California wine as a cheap and healthful article of food will find a place in the diet of the American people at large and millions of dollars will be retained in the United States through the purchase of these wines instead of the imported brands.

The Secretaries of the Treasury, of Agriculture and of Commerce in their recent defining of wine as "the normal alcoholic fermentation of the fresh, ripe and sound grape," have thereby presented California with a market for over 5,000,000 gallons of its pure wine, which was hitherto supplied by Missouri and Ohio. The methods which the wineries in these two States found necessary in their manufacture of wine have been condemned by the government as producing impure wine. Climatic conditions in California furnish the grape with sufficient sugar content and do not make it necessary to adulterate the wine to give it the proper taste. Purity is an essential quality of all California wines.

The raisin industry in California must be considered in close relation with the wine industry, upon which it is to a great extent dependent for its existence and success. If it were not for the fortunate opportunity which the raisin growers have of disposing of their second-grade Muscats and other grapes not suitable for raisins but valuable for wine, the growers could not realize sufficient profits from their acreage to justify growing raisin grapes.

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RICHES IN RAISINS.

California is the world's largest producer of raisins (exclusive of currants,) leading Turkey and Spain, the next largest producers, with probably double the acreage of either and three times the output. The 110,000 acres devoted to raisins produced in 1913 a total of 129,074,414 pounds, which was divided as follows: 96,588,789 pounds of Muscats, 18,290,922 pounds of Thompson Seedless, 12,159,861 pounds of Sultanas and 1,266,983 pounds of black grapes.

A signal service has been rendered the people of the United States by the California raisin industry which is not generally appreciated. But for this State raisins would be a luxury on the tables of the rich and absolutely beyond the means of the average man. For some years, long ago, Spain held a monopoly on raisins which placed them at that time on the list of prohibitive things. It was not until 1879 that California's raisin crop first exceeded the million mark and began to enter the eastern market. Succeeding increases from then on were most rapid, amounting to over 9,000,000 pounds in 1885 and jumping the following year to over 14,000,000 pounds. The increase continued steadily year by year until in 1912 the production had reached the enormous total of 200,000,000 pounds, and in a best year could even exceed this by an additional 5,000,000 pounds. In 1892 the Department of Agriculture reported that the California supply of raisins had reduced all imports by over 20 per cent. Now California is supplying the entire national consumption and exporting millions of pounds besides.

The counties which are the largest producers of raisins are: Fresno, with about 94,000,000 pounds; Tulare, with 25,000,000 pounds; Kings, with 20,000,000 pounds and other counties yielding under 5,000,000 pounds include Sutter, San Bernardino, San Diego, Madera, Yolo and Kern. Los Angeles county, at one time a large producer of raisins, has now fallen under a million pounds, due mainly to the extensive planting of orchards and walnut groves from which are derived a greater profit.

The difficulties which have beset the California raisin interests have been manifold and recurrent. The problem of increasing the consumption to offset a rapidly increasing production has been the chief concern of the Associated Raisin Company, which is the co-operative association through which the majority of growers market their product.

Although the United Kingdom consumes annually about 73,000,000 pounds of raisins and 142,000,000 pounds of currants, which means about five pounds per capita, the consumption in the United States amounts to less than a pound and a half per capita. If through a powerful and sweeping advertising campaign the California raisin growers could double the demand for raisins in this country, bringing it up to the consumption in Europe, the raisin acreage in this State could be doubled without overproduction and decline in prices.

The return to the raisin grower will average $75 per ton this vintage season of 1914 in all California, which with the output amounting to 160,000,000 pounds, will make the crop worth $6,000,000. This allows the growers a very substantial profit per acre.

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TABLE GRAPES.

Of table grapes there were shipped out of the State by rail last year some 6363 cars and approximately 1000 cars were consumed at home. This represents about 191,000,000 pounds of grapes, which at prevailing prices were worth a little over $9,000,000. Deducting all expenses of shipping it is estimated that the growers received nearly $7,000,000 of this amount.

The important discovery that table grapes can be shipped packed in redwood sawdust has been largely responsible for the recent increases in shipments of California table grapes to the great eastern and middle western markets. Besides the limited production in the East, California's chief competitor for the holiday trade, which consumes most of the grapes shipped, is the Spanish province of Almeria. Every year about $2,000,000 worth of Almeria grapes are imported into the United States through New York and come into active competition with late-season shipments of California Tokays, Cornichon and Emperor grapes. The perfection of shipping facilities and the improvement of table varieties capable of enduring transportation will do much to extend California's present large market for fine table grapes and swell the wealth of the thrifty growers engaged in their cultivation.

Hold Over No Walnuts.

[Anaheim Plain Dealer:] The Anaheim Walnut Association will have no hold-over walnuts this year, for every ton of the crop handled by it has been sold and shipped. This condition is much different from that of last year, when a considerable per cent. of the crop had to be carried over, the last of which was disposed of only a few weeks ago.

While the walnut crop this year was considerably below normal, averaging a little better than 60 per cent., prices have been the highest in the history of the industry, 16 1-2 cents being paid for No. 1's.

Close to 175 tons of nuts were sold through the association and probably as many more were sold by independent growers.

Five Thousand Tons of Figs.

The California crop of dried figs the past year was 5000 tons, and as the war prevented the usual imports of Smyrna figs the consumers are expected to learn that the Calimyrna fig, the Smyrna fig of California, is superior to the imported fig. An increase of 50 per cent. is expected in the business the coming year because of the increased acreage that will come into bearing.

LIMA BEANS.

IT IS A REMARKABLE fact, of which but few people outside of this State are aware, that California produces more than two-thirds of the entire lima bean crop of the world. So insignificant a thing as the lima bean naturally has not commanded the attention which really is due it as one of the most nutritious and important food products entering into the diet of the modern family. 5 cents per pound approximately $6,000,000. The crop is grown in five coast counties of Southern California, Santa Barbara, Ventura, Los Angeles, Orange and San Diego, where frequent fogs prevail, affording the plants the necessary moisture, which is absorbed through the leaves. The area devoted to lima beans in Southern California this past season amounted to over 100,000 acres, a large portion of which lie in Ventura county in the vicinity of Oxnard. Lima bean

Lima bean land lies in close proximity to sugar beet factories, as is the case in most parts of Southern California, it is advisable to alternate beans with sugar beets from time to time to benefit by the productivity of the soil.

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ORGANIZATION HELPED.

Prior to 1910 lima bean growers were to-[illegible] under 4 cents and often under

BEST LOCATIONS.

In California the counties which are the most promising for new growers are San Diego and Orange, as there has not been such extensive development of farm lands south of Los Angeles as has occurred on

lieves that there are at least 20,000 acres of fine lima bean land in this valley which could be made to produce record crops.

Growing Things in Los Angeles School Gardens.

LEARNING TO TILL.

THE BEGINNINGS.

For two years after Mr. John H. Francis became superintendent, school gardens had a sort of Topsy-like existence. They jes' growed, under the care of such teachers as were enthusiastic enough to work overtime to boost a good idea. But in that time they proved their worth in more ways than one, and school gardening reached the dignity of a regular department with a head and corps of assistant supervisors, with special teachers and a definite place on the programme. Today between 30,000 and 35,000 children are at work in gardens, on very much the same principle that made some wise old-fashioned mothers expose their children to measles and mumps and scarlatina when they were little. They believed that if they were ever to have these things, it was best that they should have them at a time when everything is catching. Here of course the simile ends. While many children catch quickly the gardening fever and get over it almost as quickly, it is hoped that in many cases it will become chronic and that by proper nursing the fever may be relieved of the unpleasant symptoms that have sent young people scurrying to the cities and upset the economic balance.

"What we need is more money and more teachers with the new knowledge," says Clayton F. Palmer, head of the department in elementary work. This new knowledge that Mr. Palmer talks of is a recognition of the fact that most abstract science goes in one ear and out of the other with the average youngster; that, instead of wasting breath talking about the germination of seeds, the thing to do is let the youngster put a seed in the ground and watch it grow; that it is worth more to this youngster to know how to plant a rosebush or a row of beans and make them grow than it is to know how to classify them botanically, or how to get rid of army worms and aphis than to learn to what family they belong and who all their relations are.

"The main purpose in our work," says Mr. Palmer, "is to give boys and girls intelligent and sympathetic interest in those phases of work which contribute to the great problem of food, clothing and shelter, and which must necessarily be the fundamental occupation of mankind. We do not specialize in our elementary schools, and there is no danger that any boy or girl will be made use of in the home garden or than will be useful to him or her as intelligent citizens. Gardening places the child in the most wholesome environment and gives him the best physical exercise. It gives both the child and the teacher better opportunity for self-expression than any other subject in the curriculum.

"In developing the work, we have always confined our operations to co-operation with schools which express a desire to carry on the work. If we started it where the principal and teachers would not co-operate, it would not succeed. Rarely do we find a pupil who wants to be excused from garden work."

* * *

THE LINES FOR EACH GRADE.

In order to have the work lead somewhere and have results to build on year by year, there are certain definite lines of work for each grade.

"In the lower grades gardening should be carried out as play," is Mr. Palmer's theory. "We plant seeds that grow really and require little care. It does not matter if the rows are not straight. We want the gardens to be children's gardens, not teachers' gardens. The idea is to create interest in gardening and have children enrolled in the school because they like it. Then we can get them to do the things we want them to do. Every other one will raise a hand, and then in chorus will come:

"Onions, sweet peas and a peach tree in mine—beets, onions and lettuce in mine—carrots and potatoes in mine—I got a rosebush and some onions."

In the poorer districts of town there is a smaller percentage of home gardens than in the better districts. The answer is found in the fact that in the industrial districts the children have work to do before and after school and they get little encouragement at home. Although in Los Angeles there is usually some ground about even the poorest workman's cottage, it is here as elsewhere often given over to weeds and rubbish. When a garden does replace these splendid exception to the rule is in the neighborhood of the Utah-street school, inhabited chiefly by Mexicans, Italians, Russians and Poles, where out of a thousand children over 10 not one has a garden. Home gardening is encouraged by occasional visits of the teachers to the homes.

The commercial value of gardening is preached relligously, and in one or two schools the entire gardening space has been planted to one vegetable and the crop sold. But this scheme is not popular with the younger children, who would rather take home what they raise than have the money that comes as their share. This is true even in the industrial districts where boys are out at five in the morning working till school time and hurry away after school to sell papers. It might seem that 10 or 25 cents for beets or beans raised at the school's expense would look like easy money, but the boys would rather take home the beets or beans. For this reason, the commercial side of the proposition cannot be insisted upon too strongly lest the children's ardor be dampened and the main object, that of instilling love of the work, be frustrated.

The seventh and eighth grades take up the planting and care of nursery stock. (Grapes, figs and quinces are grown from cuttings; peaches, apricots and oranges from seeds, the seedlings later being budded and grafted. There is also some work in elementary forestry, the production of ornamental forms such as peppers, acacias, jacarandas and palms.

* * *

WITH HOME ECONOMICS.

In order to give the work of the elementary schools the utmost practical value, the gardens are correlated with the home economics departments to the fullest possible extent. The garden classes plant kitchen and all the other kitchen herbs, for use in the cooking classes. Where they can be grown in sufficient quantities, they are also used in the lunch rooms and cafeterias. Where there is space, the sixth grades plant the fiber crops, cotton, flax and hemp, which are used for illustration in the textile work in the sixth grade.

In these first years the supervisors have learned a lot of things as well as the children. At first each child was given his own little plot of ground, but it was soon discovered that too much valuable space was given over to paths, where weeds riot and require much hoeing. Besides, the small gardens dried out quickly and required too frequent irrigation. The plan of individual gardens was discarded and the plots were made from twenty to forty feet long, which makes them look more businesslike, commanding greater respect from the children and from practical visitors.

These larger gardens are not community affairs. Each child has a certain number of rows and there must be no trespassing. There is absolute individual responsibility and a wholesome rivalry. Boys and girls are the better gardeners as a rule.

At first the gardens were irrigated by means of hose, but this is being replaced by the trench method common in larger gardens. Another idea borrowed from truck gardeners is the ridge and furrow method of planting. The ridges are about ten inches across the top and will take two rows of lettuce or beets. They are made just high enough to hold water in irrigating. The trench makes it possible to add fertilizer and all soft shoots, in the General care of plants. Two years ago the Hollywood High School has an acre and a half of ground and large lath-houses in which the botany classes have practical work in propagating hard and soft shoots, in aspargus, artichokes, horseradish, parsley and vegetables are propagated, to be afterward transplanted into the garden.

"Wherever space will permit, there are lath-houses in which all sorts of flowers are propagated from seeds and cuttings. In time it is planned to raise large quantities of flowers in the cool frames to give to the pupils to take to their homes. For in season and out we preach home gardens, both flower and vegetable. Our idea is that the school garden justifies itself as a sort of experimental laboratory to teach how to do things at home, and the home gardens are in a large way the measure of success of the school garden. By that measure we count the school gardens a success, for they have resulted in about 15,000 home gardens."

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WHAT THEY RAISE.

This is easily proved by stopping in any school garden and asking a group of little freckle faces how many have gardens at home. Every other one will raise a hand, and then in chorus will come:

"Onions, sweet peas and lettuce in mine—their baby ways, plant in straight rows, follow instructions and begin to reason why they do everything. In the fourth grade it is all vegetable work in the garden patches, with flowers along the edge of the paths. In the fifth grade we introduce vegetables that are a little more difficult than lettuce and radishes and cucumbers and pumpkins, and perhaps some annual flowers, giving the child a broader outlook.

"In the sixth grade we specialize on the production and care of perennial flowers, which bring the pupils to a new phase of work carried on in lath-houses and cold frames. With its all-the-year-growing season, California presents a special problem in propagation. When school begins in September, we have the hottest weather of the year, and in the early planting months of January and February there is possibility of light frost. In neither season do seeds start readily outdoors, so in some corner of every school garden are low frames about one foot high, four feet wide, and varying in length from eight to twenty feet, sloping toward the south. These frames are covered with a screen of lath or with a muslin curtain which can be rolled back, to temper the amount of sunshine. A nice fine soil is used in the frames, in which both flowers and vegetables are propagated, to be afterward transplanted into the garden.

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The commercial value of gardening is preached relligously, and in one or two schools the entire gardening space has been planted to one vegetable and the crop sold. But this scheme is not popular with the younger children, who would rather take home what they raise than have the money that comes as their share. This is true even in the industrial districts where boys are out at five in the morning working till school time and hurry away after school to sell papers. It might seem that 10 or 25 cents for beets or beans raised at the school's expense would look like easy money, but the boys would rather take home the beets or beans. For this reason, the commercial side of the proposition cannot be insisted upon too strongly lest the children's ardor be dampened and the main object, that of instilling love of the work, be frustrated.

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"In the sixth grade we specialize on the production and care of perennial flowers, which bring the pupils to a new phase of work carried on in lath-houses and cold frames. With its all-the-year-growing season, California presents a special problem in propagation. When school begins in September, we have the hottest weather of the year, and in the early planting months of January and February there is possibility of light frost. In neither season do seeds start readily outdoors, so in some corner of every school garden are low frames about one foot high, four feet wide, and varying in length from eight to twenty feet, sloping toward the south. These frames are covered with a screen of lath or with a muslin curtain which can be rolled back, to temper the amount of sunshine. A nice fine soil is used in the frames, in which both flowers and vegetables are propagated, to be afterward transplanted into the garden.

"Wherever space will permit, there are lath-houses in which all sorts of flowers are propagated from seeds and cuttings. In time it is planned to raise large quantities of flowers in the cool frames to give to the pupils to take to their homes. For in season and out we preach home gardens, both flower and vegetable. Our idea is that the school garden justifies itself as a sort of experimental laboratory to teach how to do things at home, and the home gardens are in a large way the measure of success of the school garden. By that measure we count the school gardens a success, for they have resulted in about 15,000 home gardens."

* * *

WHAT THEY RAISE.

This is easily proved by stopping in any school garden and asking a group of little freckle faces how many have gardens at home. Every other one will raise a hand, and then in chorus will come:

"Onions, sweet peas and a peach tree in mine—beets, onions and lettuce in mine—carrots and potatoes in mine—I got a rosebush and some onions."

In the poorer districts of town there is a smaller percentage of home gardens than in the better districts. The answer is found in the fact that in the industrial districts the children have work to do before and after school and they get little encouragement at home. Although in Los Angeles there is usually some ground about even the poorest workman's cottage, it is here as elsewhere often given over to weeds and rubbish. When a garden does replace these splendid exception to the rule is in the neighborhood of the Utah-street school, inhabited chiefly by Mexicans, Italians, Russians and Poles, where out of a thousand children over 10 not one has a garden. Home gardening is encouraged by occasional visits of the teachers to the homes.

The commercial value of gardening is preached relligously, and in one or two schools the entire gardening space has been planted to one vegetable and the crop sold. But this scheme is not popular with the younger children, who would rather take home what they raise than have the money that comes as their share. This is true even in the industrial districts where boys are out at five in the morning working till school time and hurry away after school to sell papers. It might seem that 10 or 25 cents for beets or beans raised at the school's expense would look like easy money, but the boys would rather take home the beets or beans. For this reason, the commercial side of the proposition cannot be insisted upon too strongly lest the children's ardor be dampened and the main object, that of instilling love of the work, be frustrated.

The seventh and eighth grades take up the planting and care of nursery stock. (Grapes, figs and quinces are grown from cuttings; peaches, apricots and oranges from seeds, the seedlings later being budded and grafted. There is also some work in elementary forestry, the production of ornamental forms such as peppers, acacias, jacarandas and palms.

* * *

THE LINES FOR EACH GRADE.

In order to have the work lead somewhere and have results to build on year by year, there are certain definite lines of work for each grade.

"In the lower grades gardening should be carried out as play," is Mr. Palmer's theory. "We plant seeds that grow really and require little care. It does not matter if the rows are not straight. We want the gardens to be children's gardens, not teachers' gardens. The idea is to create interest in gardening and have children enrolled in the school because they like it. Then we can get them to do the things we want them to do. Every other one will raise a hand, and then in chorus will come:

"In the fourth grade we expect children to be a little more businesslike, give up their baby ways, plant in straight rows, follow instructions and begin to reason why they do everything. In the fourth grade it is all vegetable work in the garden patches, with flowers along the edge of the paths. In the fifth grade we introduce vegetables that are a little more difficult than lettuce and radishes and cucumbers and pumpkins, and perhaps some annual flowers, giving the child a broader outlook.

One of Our Best Money-Making Crops.

LIMA BEANS.

IT IS A REMARKABLE fact, of which but few people outside of this State are aware, that California produces more than two-thirds of the entire lima bean crop of the world. So insignificant a thing as the lima bean naturally has not commanded the attention which really is due it as one of the most nutritious and important food products entering into the diet of the modern family.

It has been authoritatively reported that a given weight of dried lima beans contains a higher degree of nutrition than the same amount of meat. And considering the mere economical cost of lima beans in comparison to the almost prohibitive cost of meat at the present writing this should be responsible for the wider use of the lima bean by housewives.

The story of the lima bean and of lima bean growing on a commercial scale forms one of the most interesting chapters in agricultural history. This bean, which is a legume or a highly nitrogenous vegetable, grows to best advantage where there are heavy fogs prevalent, and hence there are few localities in the world adapted to its culture. The lima bean is native to Peru, taking its name from Lima, the principal city of that country, but the bean is not grown there on a commercial scale. California has proven to be the most perfectly suited section for lima bean growing that has yet been discovered. Other places which produce the lima on a commercial scale are Madagascar, a French possession off the coast of Africa, and Manchuria in China. These three sections supply all the lima beans that are consumed, with California heading the list with probably 80 per cent. of the total production. Manchuria really should be eliminated because the bean grown there is not truly a lima, but a butterbean of inferior size and quality. Madagascar's crop is mostly shipped to France and other European countries, only a limited amount finding its way into the United States.

* * *

THE STATE'S PRODUCTION.

California's production of lima beans for the year of 1914 was the largest in the history of the industry, totaling 1,500,000 sacks of eighty pounds each or 120,000,000 pounds, which was worth at the prevailing price of 5 cents per pound approximately $6,000,000. The crop is grown in five coast counties of Southern California, Santa Barbara, Ventura, Los Angeles, Orange and San Diego, where frequent fogs prevail, affording the plants the necessary moisture, which is absorbed through the leaves. The area devoted to lima beans in Southern California this past season amounted to over 100,000 acres, a large portion of which lie in Ventura county in the vicinity of Oxnard. Lima bean land in this section has been returning the growers such handsome profits that it has become a common saying that there is not an acre of this land for sale at any price. Something of the value of lima bean land may be gained when it is learned that the average yield is fourteen sacks to the acre, without irrigation and with very little cultural expense, which means a gross return of over $50 per acre. Many ranches show a return of from twenty-five to forty sacks to the acre, which would net the growers $75 to $100 per acre. The Irvine ranch of 20,000 acres in Orange county, the largest single lima bean field in the State, raised $1,000,000 worth of limas this year, which sum was divided among a number of renting farmers.

It is often asked why there is not a greater rush of newcomers to enter this exceedingly profitable branch of California farming. The answer to this query is simply that the acreage adapted to lima bean growing appears to be pretty well taken up. However, as one of the best authorities on the lima stated to the writer in 1910 that the lima bean acreage in Southern California, which then amounted to only 90,000 acres, could not be materially increased, there is hope that further expansion will take place. A Dr. Neile of Los Angeles, who was a pioneer grower of limas in Ventura, has developed nearly 1000 acres of splendid lima bean land in the Ensenada Valley of Lower California, where he is realizing wonderful returns. According to his report the Ensenada Valley possesses practically the same physical characteristics as the Ventura Valley. The soil is a medium silt which has been washed down for centuries from the surrounding mountains, making an extremely rich seedbed. Water from wells, both dug and drilled, has been secured at a depth of twenty to forty feet. The presence of heavy fogs which penetrate the valley insures sufficient leaf moisture for the plants. Dr. Neile believes that there are at least 20,000 acres of fine lima bean land in this valley which could be made to produce record crops.

* * *

BEST LOCATIONS.

In California the counties which are the most promising for new growers are San Diego and Orange, as there has not been such extensive development of farm lands south of Los Angeles as has occurred on the north and east. Any one contemplating raising this crop would best study the methods of the growers in the Ventura Valley, as they have demonstrated themselves to be the most proficient in the world. Conditions which should be clearly understood from the start are many, such as the presence of heavy fogs in the district, a close surface water if possible, and the absence of violent and hot winds. Irrigation, although a great help to the quick growth of the plant, is not sufficient without the aid of fogs. It has been dicovered that a valuable method of irrigation is the application of water to the soil before the planting of the seed. Thus the soil retains the moisture for a considerable time thereafter and gives the plant a vigorous start. Level valley land is most preferable, particularly where the valley opens upon the sea. Inland valley will not successfully grow lima beans. Land which is over sandy or impregnated with alkali cannot be used. Hot winds are destructive because they scorch and cause the tender pods of the vines to fall off. The best varieties of the lima can be obtained through the California Lima Bean Growers' Association at Oxnard, which has carried on numerous scientific experiments in improving the early variety first planted by Mr. Lewis at Carpinteria. Some success has been achieved in the effort to produce a variety having a greater number of beans to the individual pod. The increase of three beans to every pod would result in doubling the crop, which the association considers a reward worth striving for. The lima bean requires no fertilization, mainly because of its unique power of inoculating the soil with plentiful supplies of nitrogen through its root nodules. For this reason the yield per acre of limas is very noticeably increased as the land becomes richer through repeated reinoculations of nitrogen. Of course, if the soil is deficient in potash salts and other elements of plant food this is of no avail and fertilization would have to be resorted to. Wherever lima bean land lies in close proximity to sugar beet factories, as is the case in most parts of Southern California, it is advisable to alternate beans with sugar beets from time to time to benefit by the productivity of the soil.

* * *

ORGANIZATION HELPED.

Prior to 1910 lima bean growers were receiving under 4 cents and often under 3 cents per pound for their beans owing to the lack of an efficient marketing organization to handle the crop. Since the beginning of the industry many speculators have become wealthy through buying the beans at a low price in the field and reselling them in the eastern markets at a much greater price. The method of these speculative brokers was to demoralize the growers by reports of a dull market in the East and South, where most of the beans were sold. Once frightened, the growers would rush to unload their crops at practically any price offered. This went on for a number of years until one of the more progessive of the bean farmers brought about the formation of the California Lima Bean Growers' Association with headquarters at Oxnard. By enrolling the majority of the growers in the association the speculators were blocked in their attempts to buy at low prices.

The association then built up an efficient selling organization with an expert market man at the head. Since that time the growers have received practically double the old price for their beans and have been able to dispose of the entire crop instead of being burdened with a large carry-over from year to year. This was accomplished through a remarkable comprehensive advertising propaganda which introduced the lima bean as a table delicacy to almost every family in the United States. Before this advertising campaign there actually were large wholesale grocers in the East and South who had never seen or handled dried lima beans.

A summary of the thousands of prosperous lima bean growers scattered from Santa Barbara to San Diego would be a most convincing proof that the lima bean is the most profitable and satisfactory seasonal crop grown in Southern California. Farmers can engage in this branch of agriculture with no fear of the market seriously fluctuating, since the demand is much larger than the supply, insuring a permanently substantial market.

Larger Demand for Southern California Vegetables.

BY THOMAS O'NEILL, PRESIDENT CALIFORNIA VEGETABLE UNION.

BY RAIL AND CANAL.

HOW few people there are, even in Southern California, who realize to what proportions the business of shipping vegetables has grown. The things that help to make the stew good and form the basic principles of innumerable salads; the vegetables that the snow-bound easterner wants when he can't have them from his own garden or from his gardener, are the things that helped to fill almost 5000 cars last year.

And this number of cars is growing from year to year. To the cars may now be added ships, for several experimental shipments have been made from the Los Angeles harbor by the way of the Panama Canal, and it does not require the eye of a seer or prophet to determine that in a short period of time great quantities of our products of the soil are going that way to help supply the millions of people residing on the Atlantic Seaboard, a territory scarcely touched at the present writing.

Shipping vegetables from Southern California dates back twenty-five years. Naturally it was suggested by the successful shipments of fruit in those early days. The first shippers were far from successful. As individuals they found it difficult to load a full car. Consequently their products were not properly iced and handled when sent by freight. Expressing small amounts of stock proved an expensive trial.

A farmer who had watched the success of co-operation among the fruit shippers figured that good results could also be attained by the vegetable men. The first of these grange associations had its birth among a few farmers of Orange county about seventeen years back. Organization was far from all that was needed to make the business successful. Trials, difficulties, some of them seemingly unsurmountable, arose from time to time, and of all these helped to evolve the present very successful style of the California Vegetable Union.

Approximate shipments of vegetable products last year are the following:

Celery	1800 cars
Early new potatoes	1250 cars
Cabbage	650 cars
Cauliflower	500 cars
Lettuce	250 cars
Tomatoes	150 cars
Asparagus	150 cars

This table does not include shipments of various small co-operative concerns or of the few individual farmers who have sufficient crops to endeavor to handle their own products. There are approximately 1500 farmers adjacent to Los Angeles who are planting expressly for the purpose of raising crops for the East. The average land holdings of these men is in the neighborhood of twenty-five acres, probably less.

Celery is the most widely shipped product as evidenced by the fact that nearly 2000 cars are called for and the average price per car is $250. The acre produces in the neighborhood of 800 dozen stalks of celery which net the grower an average of $175 under favorable conditions. There are seasons when conditions are not just right; times such as the orange growers, the vineyardists, the walnut producers meet.

The celery crop can be affected by entirely extraneous circumstances. The stalk may be fine, flavor unsurpassed, shipping conditions excellent, but the eastern market may be all shot to pieces. An early freeze through the East means that there will be little competition from the celery growers of New York, Ohio, Michigan and Colorado, which are the principal producers. It means that California celery will have a clear field in the markets of the Middle West and even the East. On the Atlantic Coast, Florida plays a big figure when conditions are right. The beginning of shipping through the Panama Canal will mean a better chance for California growers, making it possible to invade to advantage some of the Florida territory which is now almost unapproachable.

While celery is a fall product, potatoes are among the first products to move in the spring. Shipment of ordinary potatoes throughout the year to eastern points is not feasible. There is, however, a big demand for the fine new potatoes that arrive months ahead of the tubers of the Middle West. A car of fancy young potatoes is worth $350 to $400 to the growers. The acre yield is a trifle less than 100 sacks.

The demand for cabbage is usually unfailing. Our cabbage reaches the market just when the eastern cabbage is cleaned up and even though there is some of the home cabbage still coming out of storage, the fine, fresh head from Southern California makes a tempting appeal and last year 650 cars were shipped through the Union. The man who grows cabbages need not have a great patch to make a comfortable income, for it is worth about $110 an acre in an average year, and then it sells for about $200 a car.

Cauliflower is a close kin to cabbage, not only in the vegetable kingdom, but when it comes to value, amount shipped and income per acre. A car of cauliflower is worth about $25 to $35 less than cabbage under normal conditions. It averages $100 to the acre. The shipments aggregated 500 cars.

Lettuce, the one product that must be crisp, green and healthy to attract demand, is gradually gaining ground with eastern consumers. They are beginning to ask for California lettuce as they would oranges from the sunny State. More than 200 cars comprised the shipment last year and the growers reaped a harvest of about $150 to the acre. The fact that they can grow several crops of lettuce, or rotate with other crops, has made it a popular vegetable.

Tomatoes are a more perishable article to handle than most of the other vegetables, and as a result they bring more to the car than all others so far discussed. They are worth about $500 a car and yield the producer around $135 an acre. Shipments are not so large in spring as the average Californian would think, but the bulk of the crop moves from September 15 to December 15.

For value, care in shipping and for other reasons asparagus is one of the most interesting crops of the year. Every stalk of asparagus is individually inspected before becoming a part of a two-pound package. This package is wrapped in oiled paper, the base of the asparagus set in damp moss and every possible precaution is taken to protect the product. On arrival in the East it is usually as fine as the day it was cut. Our shipments amounted to only about 150 cars. Each of these is valued at an average of $1200, so that the total 400 cars shipped out of the State represented a fine income.

As the appreciation of California vegetables grows in various parts of the country, so will the demand. There is much territory to which our vegetables do not penetrate. Virgin fields are still awaiting the introduction of the humble products of the soil. For the men who are interested in intensive farming there is still much room for the growing of such products. There have been years when our products would not begin to fill the call.

Nor is this devoted to just the vegetables mentioned. The field of shipping is gradually increasing. A few string beans and peas, some cucumbers, egg plant, rhubarb and a dozen other green vegetables are being called for and as the shipping facilities are increased and improved, these will form important items in the ever-growing list. Opportunities are increasing for the farmer as well as for his organization, which is striving continually to encompass greater territory and better results.

Lemon Growing Pays.

[Lordsburg-Laverne Leader:] During the past year the San Dimas Lemon Growers' Association, the largest organization of its kind in the State, shipped out 601,430 boxes of lemons and returned to the growers approximately $1,650,000. While the total return is not the largest ever received by the organization, it is unique in that it represents the highest percentage ever paid to the growers during the fourteen years' history of the association. In fact, the total returns this year were but little below the record returns of the association, regardless of the fact that the shipments were 10,000 less than a year ago.

Our Hundred Million Barrels of Oil—Its Future.

NEW CONDITIONS.

IN ATTEMPTING to forecast the future of California's oil industry at the close of 1914 one must first decide whether he intends to make his forecast for the year 1915, or for the more distant future.

A forecast for 1915 is difficult for the reason that there are factors almost impossible to estimate accurately. Even for 1916 it may be a little difficult as to details for similar reasons. But when it comes to the years following, the task of the prophet becomes much easier, for the ultimate future of oil is absolutely assured. Its place as an industrial, locomotive and marine fuel is settled beyond a doubt. Its superiority over coal is established. Europe and the Atlantic Coast are adopting it for all purposes. The war has set back industries abroad and thus interfered with the extension of the use of oil which was going on when the war broke out; but whenever industry revives, as it must after the return of peace, then will more oil be wanted. The opening of the Panama Canal gives California access to the markets of Europe and this is a factor the value of which it is yet too early to estimate.

There will be little or no opening for California oil fuel for industrial fuel in Europe until the fighting is ended. On the other hand the war itself is creating a new demand for oil which must be met somehow. The British navy is burning oil exclusively in many of its best ships. The Admiralty has, it is supposed, quite a supply stored in various parts of the world but this must be replenished somehow. At present Mexico and the eastern fields of the United States are supplying oil for fuel in Britain but California is now accessible via the Panama Canal and may be expected to get a share of the trade.

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NEW CALL FOR GASOLINE.

The war also, while destroying the commercial use, has created in its place an immense demand for the gasoline and other by-products of oil for military purposes, such as automobiles, motor trucks, the motorcycles used by dispatch bearers, and every species of land transportation; also for motor boats and for Zepp lins, aeroplanes and other air craft. All the belligerent nations need this oil, notwithstanding reports that the Germans have found substitutes. The loss of the Austrian oil fields, captured by the Russians, is undoubtedly a distinct loss to the Austrians and Germans and a big gain to the Russians, although there is no reasonable doubt but that the Germans, with their thorough preparation for war in every way, have provided ample supplies of oil for all purposes and have left nothing so important as this to chance.

Since the war began and since the opening of the Panama Canal, the first sales of California gasoline have been made in Europe. The purchaser is a British syndicate, the seller the Union Oil Company. Indications are that the purchases have been made for military purposes. It is reasonable to expect that these shipments will be followed by others. It is unlikely, however, that any sales of California oil that may be made in Europe during the war will be large enough to offset in any degree the losses caused elsewhere by the hostilities.

Sizing up the situation it seems safe to say that there is almost certain to be a period of depression during 1915 in California. The condition in 1916 will depend largely upon the question of when the war ends and the conditions that follow, which last in turn will depend much upon the manner in which the war is carried on, the extent of territory covered, the number of men slaughtered, the value of property and many other similar questions.

The opening of the Panama Canal, enabling California to get a share of whatever trade there is on the Atlantic side of the continent, the railroad and steamer traffic due to the big exposition at San Francisco and the many new uses being found for oil and its by-products will do something to offset the effects of the trade lost by the war. However, it is reasonable to expect a cut in both production and consumption during 1915 as compared with 1914.

The automobile is helping the oil industry in more ways than one. Not only does it create a demand for gasoline but it has also pushed along the "Good Roads" movement which has made quite a good market for road oil. This is a demand which California can supply, while most of the eastern oil will not serve because of its paraffine base. The fact that about 60 per cent. of California's present output is of a high grade above the common fuel oil which formed the bulk of it for many years puts the State in a position to supply enormous quantities of gasoline at a time when the demand is greatest.

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BIG VS. SMALL COMPANIES.

One prediction it seems to the writer safe to make. It is one from which few, if any, observing persons will dissent, although in some individuals the wish to the contrary may possibly be father to the thought. And this is: that more than ever is it becoming plain that California oil is essentially a business for the big capitalists, and it is becoming more and more so every year, and less and less all the time a line for a man with a shoestring.

During 1914 the small companies have barely been able to keep in business while the Standard and the Associated and two subsidiaries of the last, together with a number of the larger independent companies and a few of the most fortunate small ones, handed out about $10,000,000 in dividends, of which fully one-half, or exactly $5,000,000, was paid by the Standard Oil Company of California, $1,200,000 by the Associated and $940,000 by two of its subsidiaries.

Another thing that is becoming plainer every year is California must refine all of its oil, take off and save the light properties before burning it up as fuel. The Standard's big profits are made not from the sale of crude oil as fuel but from the host of refined by-products it manufactures and the residuum which it sells for fuel only after extracting all light properties.

The other big companies now all recognize this condition just as does the Standard. The Union has been refining more and more extensively each year and giving more and more attention to its manufacturing department. At the close of 1913 the Associated went into the refining business for the first time and within fifteen months has built up a trade that is one of its most valuable growing assets. The Royal Dutch-Shell will, of course, refine oil on a big scale when started in business in California.

Without engaging in the manufacture of refined oil products the General Petroleum has solved the problem of the disposal of its "tops," as the lighter properties of the oil are called, by erecting topping plants in which the lighter properties are simply taken off and sold to other refiners for finishing for the market as gasoline, illuminants or distillates. The policy has put new life into the small independent refiners and 1914 has been an active year with them.

Notwithstanding the fact that the Standard abandoned the attempt to make gasoline from casinghead gas as too dangerous, the manufacture of this product continues during 1914 on an ever-increasing scale. Other companies do not fear to handle it and the State Railroad Commission has declared it to be safe and has compelled the railroads to transport it.

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REVIEW OF 1914.

During the first nine months of 1914 the State of California produced, according to the figures of the Independent Oil Producers' Agency, 79,305,083 barrels of crude oil. This is at the rate of 291,688 barrels daily for the 273 days. This same rate continued during the remaining three months of the year, ninety days, would make the total for twelve months 106,405,788 barrels, an increase of 10,000,000 barrels over the 97,000,000 barrel production of 1913. The European war has brought about a substantial reduction in the output since the first of September, but figuring this cut as high as 20,000 barrels daily average for October, November and December, which seems to be an excessive average, the aggregate for the year would still exceed 105,000,000 barrels. At sixty cents a barrel, a moderate average, the value of the output would come to about $63,000,000.

Never before in the world's history has any State of the American Union or any foreign country produced even as much oil as California did last year. Russia's highest record was about 90,000,000 barrels, years ago, when Baku was at its best, and this has stood as the world's record until 1913.

With no figures at hand for the rest of the world for 1914 it can nevertheless be stated with absolute certainty that Russia will be the second largest producer of oil and that the output in the Czar's domains will not exceed 70,000,000 barrels, and probably not 65,000,000. Oklahoma was the third largest producer in the world but its output was but little over half that of California.

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EFFECT OF EUROPEAN WAR.

But for the European war, as a result of which the English nitrate works in Chile and the Arizona copper mines, which together burned about three-quarters of a million barrels a month, have shut down indefinitely, the flow of California oil for the last quarter of 1914 would have been greater, instead of less, than that of the earlier parts of the year. The entire loss has fallen upon the Independent Oil Producers' Agency and its principal member and sales agent, the Union Oil Company of California, which held these contracts. As a result many of the properties of Agency members have been shut down since the first of September, some wholly and some in part. The Agency is only accepting deliveries from each member to the amount of 50 per cent. of the average monthly deliveries of the fiscal year ending June 30, 1914.

The Standard Oil Company of California has a fuel oil trade with Peru, Bolivia and Chile, which the war interferes with to some extent, chiefly because the presence of German cruisers in the South Pacific makes it dangerous for the British tankers that convey its oil to the south. At the outset of the war the company's oriental trade suffered somewhat because the British tankers belonging to the Standard of New York were afraid to venture to sea. Now, however, this scare is over, and under Japanese and British protection the trade is going on freely, though no one can tell when conditions may change. The company's dividends have not been affected by the war.

The Associated has escaped all harm from the war and was able to pay a dividend of $600,000 in October. This company has no foreign trade to suffer and all its ships are American-built and American registered. More than a year before the war began the Associated shut down every well it could and stopped all development.

The war has had the effect of forcing a postponement of the immense deals which were on foot for the acquisition by British capital of the General Petroleum Company and a big interest in the Union Oil Company. Other factors seem to have contributed to this condition but the outbreak of the war was the final cause of the failure. Whether the return of peace will witness a revival of these deals remains to be seen.

The war, however, has failed to check the huge investments in California oil of the Royal Dutch-Shell combine. Shortly after the opening of hostilities this combination of British and Dutch capital invested $1,500,000 cash in the purchase of the Turner Oil Company's property at Coalinga, and is now putting a few millions more into a pipe line to San Francisco Bay.

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PRODUCTION IN DETAIL.

The production of the State for the first nine months, or 273 days, of 1914, the aggregate and the daily average, together with what would be the total production for twelve months on the same basis in each of the fields of California, are shown in the following table:

District—	Daily Aver. 9 mos.	Aggregate 9 mos.	Total 12 mos.
Midway-Sunset	142,304	38,849,053	51,940,960
Kern River	19,739	5,388,730	7,204,735
McKittrick	10,577	2,887,643	3,860,675
Lost Hills-Belridge	13,432	3,667,111	4,902,680
Coalinga	45,549	12,108,297	16,625,285
Whittier-Fullerton	38,223	10,435,025	13,951,395
Los Angeles-S. Lake	6,994	1,909,320	2,532,510
Lompoc-Santa Maria	11,971	3,268,267	4,369,415
Ventura-Newhall	2,670	729,012	974,550
Summerland and Watsonville	229	62,625	83,588
Total	291,688	79,305,083	106,465,778

Barrels.

Total stocks on hand September 30, 1914	55,027,326
Total stocks on hand January 1, 1914	47,870,177
Total increase of stocks in nine months	7,157,151
Daily average of increase for 273 days	26,216
Total stock at end of twelve months of 1914 estimated upon average of daily surplus	57,378,917

In view of the decline of consumption and the unwillingness of so many producers to shut their properties down entirely it is not at all unlikely that the rate of average daily surplus will be maintained to the end of the year.

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LITTLE NEW TERRITORY.

Such new territory as was brought in during 1914 was practically all in the form of extensions of the old fields. In La Habra valley the producing belt was extended some distance at the edges of the field opened during the last two years previous; but the Standard failed to get anything like a new field on the Santa Ana River a few miles from the existing production. To the west of the Kern River field the Standard was successful in getting a well good for about one hundred barrels per day in what is practically a new field, although it will probably be grouped with the old Kern River field in popular speech and in statistics.

The only big corporation that has rushed drilling operations during the year is the Kern Trading & Oil Company, the Southern Pacific's fuel department, which is drilling new wells all over the West Side and Coalinga districts, its object doubtless being to render the railroad entirely independent as to the fuel supply for its locomotives during the rush of business expected during the Panama-Pacific Exposition and whenever the war is ended.

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LAKEVIEW NO. 2 GUSHER.

The sensation of the year in oil field operations was the big gusher of the Lakeview No. 2 Oil Company on section 4, 11-23 on the Maricopa flat, which came in in May, produced about 3,500,000 barrels and quit flowing the middle of October. By far the greater part of its oil is in sumps at this writing, awaiting removal at the pleasure of the Standard, the only company willing to handle it at all. As this is written, the company is planning to redrill the well, which has caved in, but more for the purpose of controlling the water and preventing damage to the field than to bring the gusher back to a producing basis.

The Lakeview No. 2 gusher had no connection with the original Lakeview, the biggest well in the world, all things considered, while it lasted, although there have been enormous wells that have continued flowing for a longer period. The Lakeview No. 2 was owned by a distinct company, although many of the stockholders of the original corporation were also interested in the No. 2 company. The gusher was an old well put down by another company, the Metropolitan Oil Company, and abandoned. It was taken over by the Lakeview No. 2 Oil Company, redrilled and came in as a huge gusher at a point above the original bottom, the old company having gone through the sand without knowing it.

A number of other big wells were brought in on the Maricopa flat during the year, such as the Obispo, the Miocene, the General Petroleum's gusher on the Annex lease and the American Oil Fields' huge well on the Midlands lease, besides many smaller but quite substantial wells.

Another substantial development was the opening of the shallow wells on the State Consolidated property on section 26 near Fellows. As result of the big production developed at very slight cost, there has been much activity and many companies have gone in.

In the South the biggest developments were in the Whittier-Fullerton field, where the production for nine months in 1914 was in excess of the entire output for 1913. In the Ventura field the chief development of interest was in the Santa Susana district, where shallow wells of high-gravity oil continued to come in. The attempt to develop a producing field near the town of Ventura has so far failed of success.

The way that the Los Angeles city field continues to hold up is one of the greatest surprises to every one. Its old shallow wells continue to produce at a rate that never seems to fall off perceptibly. Only the increasing value of the land for other purposes, as the city builds up, is forcing the operators to quit one by one with every prospect that it will be years before the last well disappears. The same longevity is displayed by the famous wells under the sea at Summerland.

* * *

NATURAL GAS.

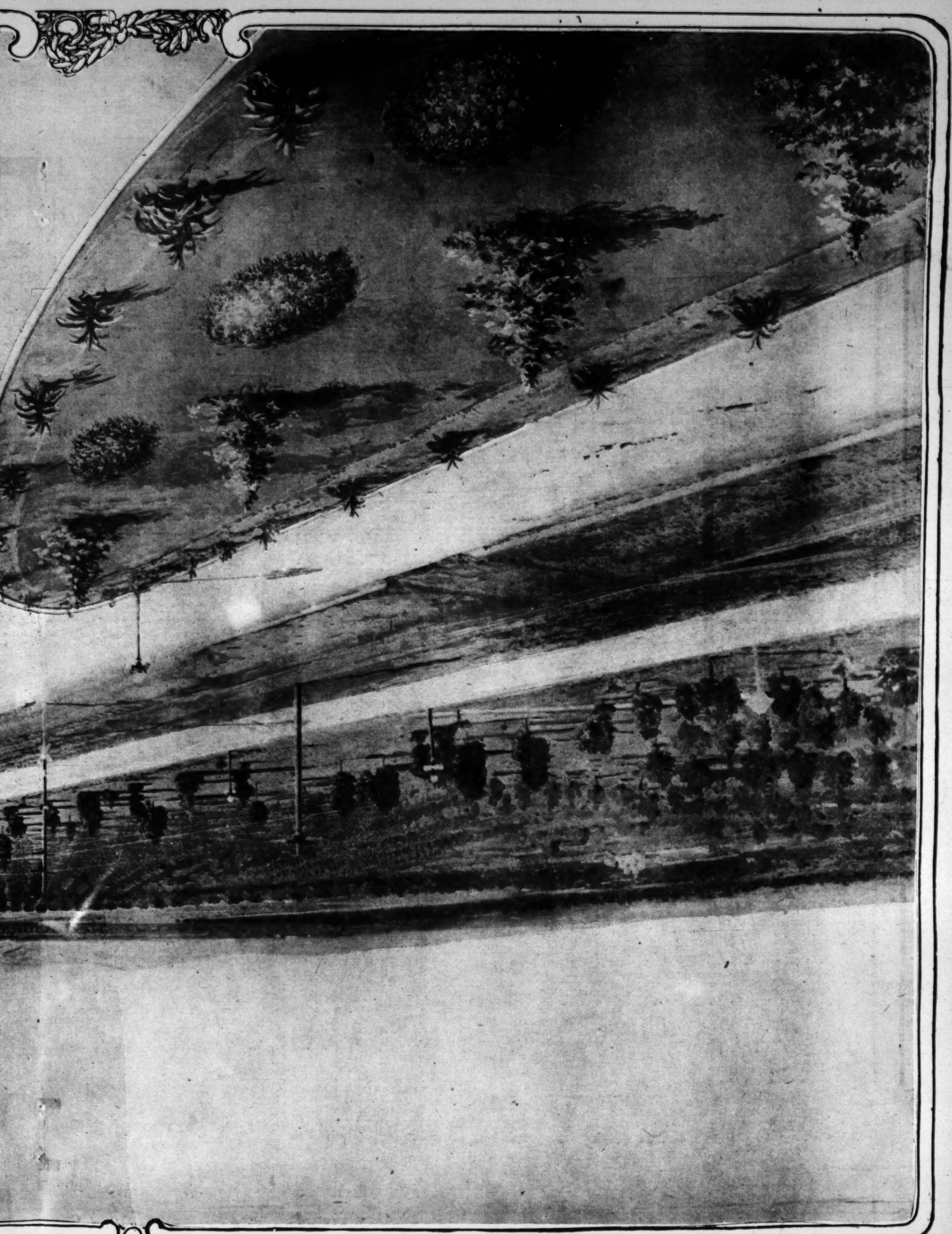
The natural gas industry of California is in its infancy. Until the production of gasoline from the gas output of oil wells began, a few years ago, practically all the vast output of natural gas in California, except the small quantities burned as fuel in field development, was wasted. Now tens of thousands of gallons a day of this gasoline are being manufactured and sold. The first effort to use California natural gas as fuel on a substantial scale outside of the oil fields is being made in Los Angeles and vicinity, where the Midway Gas Company is bringing it for sale. Despite all obstacles placed artificially in the way of the project, the success of natural gas as fuel is absolutely assured and it is only a question of time before the California gas industry becomes one of great importance.

* * *

THE FUTURE SUMMARIZED.

To sum up, there is a bright future for the oil business, but it has been postponed somewhat by the war. How much, only time will tell. In 1915 there is not likely to be any increase of production or consumption, and there may be a decline as compared with 1914, but later there will be another revival. The business is also becoming more and more each year one for the refiner and less for the mere producer and marketer of crude oil.

The world developments and the opening of the Panama Canal have made California less of an isolated principality and more a part of a huge worldwide industry supplying and dependent upon world markets. Hereafter every move in any country on the globe tending to industrial development or to the substitution of any oil fuel for coal or wood will be of the utmost importance to us.



WORLD'S GREATEST HIGHWAY, ROSE BORDEREL

5.

Los Angeles Times—Part II.

Annual Midwinter Number

32 PAGES. JANUARY 1, 1915. PRICE 10 CENTS.

For the New-Comer.

AT SAN DIEGO--EXPOSITION CITY--FIRST PORT OF CALL.

REGULAR UNITED STATES DEPOSITARY

United States National Bank

"THE BANK THAT MADE BROADWAY"

San Diego, California

Broadway at Second Street

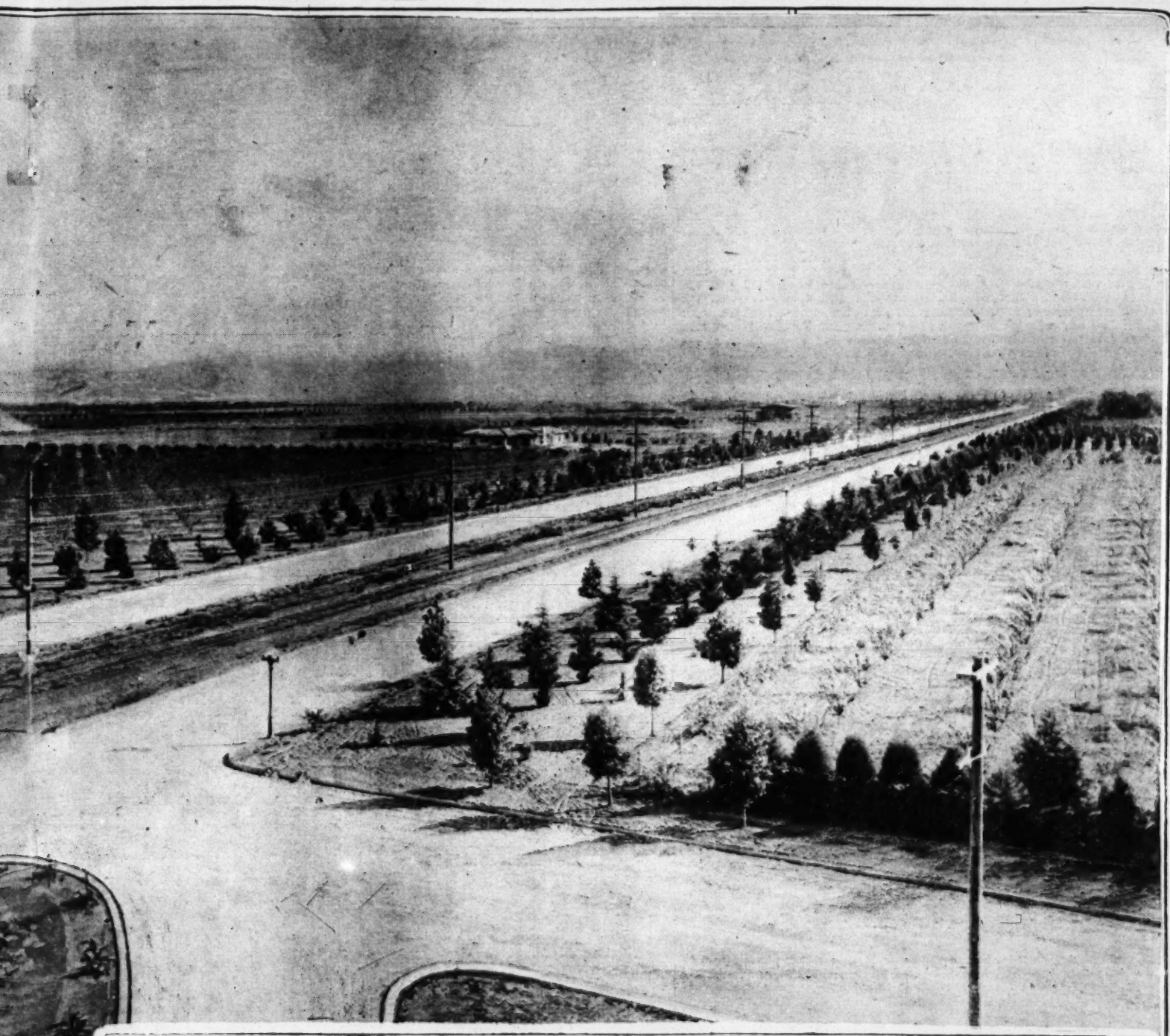
OFFICERS

Louis J. Wilde, President.
S. A. Reed, Vice-Pres.
Henry E. Mills, Vice-Pres.
J. S. Benner, Cashier.
Alex Reynolds, Jr.,

DIRECTORS

S. A. Reed
J. S. Benner
Chas. P. Pritchard
Alex Reynolds, Jr.,
Louis J. Wilde
James H. Holmes

ERED, TREE LINED, BRILLIANTLY LIGHTED.



SHERMAN WAY

In the heart of the wonderfully fertile San Fernando Valley, where fruit orchards yield abundantly and other crops are rich enough to maintain artistically beautiful suburban homes, less than an hour's ride from Los Angeles, a magnificent paved way 150 feet wide has been built. It extends through the cities of Van Nuys and Owensmouth and connects with the State highway and other road systems running north to the San Francisquito Mountains, south through the Malibu Mountains to the Pacific Ocean and to Los Angeles, Pasadena and Hollywood. It is an unparalleled avenue of floral glory.

The road is sixteen miles long, is 150 feet wide for most of the distance and 130 feet wide for the remainder. The boulevard is as smooth and level as a polished floor and cost more than $30,000 a mile to construct. Its speedway side is of asphalt concrete. On both sides stretch 50,000 rose bushes. These are the finest varieties of imported hybrid tea and hybrid perpetual varieties. Stimulated by the rich soil and sunny climate they bloom profusely and beautifully through a long season. Back of the roses in the wide parkway are Himalaya cedars, Monterey pines, flowering and ornamental shrubs, cork oaks, feather pines, sandalwood trees, eucalyptus blue gums, live oaks and other fine varieties of evergreen trees. Between the rose bushes in the parkway foreground are date and fan palms.

Back of the symmetrical border are beautifully designed suburban residences, fruit orchards and green fields. The background is the ever-changing mountain scenery in the distance.

By night Sherman Way is so brilliantly lighted that it presents a new charm. On handsome supports are 140 five-light fixtures and 540 three-light fixtures. These lights were put in at great expense by abutting property owners. The lighting system has been extended beyond the Way to the new State highway that bisects the valley. Sherman Way cost $600,000 and is known as one of the show places of California, one of the many beautiful drives within easy motoring distance from Los Angeles.

WORLD'S GREATEST HIGHWAY, ROSE BOWL

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James H. Holmes
John W. Boyle
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While in San Diego Make This Bank Your Headquarters

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All the wants of careful customers met.

"Ask our satisfied Depositors."

Solicits your business on account of absolute safety — square treatment—superior service and civic construction.

A Progressive Bank of Independent Resources

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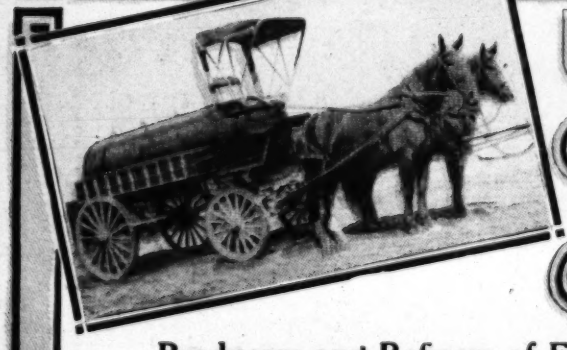
"Safety First" Sound Banking

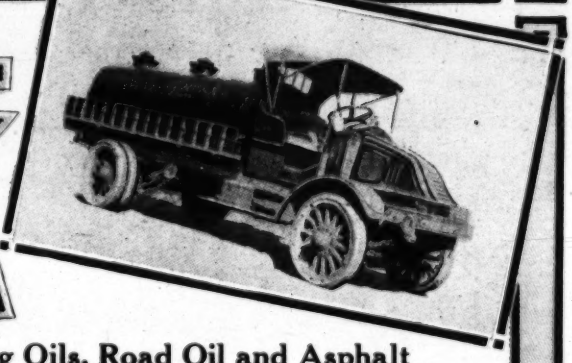
UNITED STATES NATIONAL BANK

MR. NEWCOMER—This bank is devoted to the upbuilding of San Diego and the best interests of every desirable citizen—the newcomer is always concerned when making a banking connection. To start right with the right bank is as important to you as selecting a congenial neighborhood to reside in—where real welcome and reciprocal relations make life worth living and the word home, ideal. **Make This Bank Your Home Bank!**

UNITED STATES NATIONAL BANK

UNION OIL COMPANY OF CALIFORNIA





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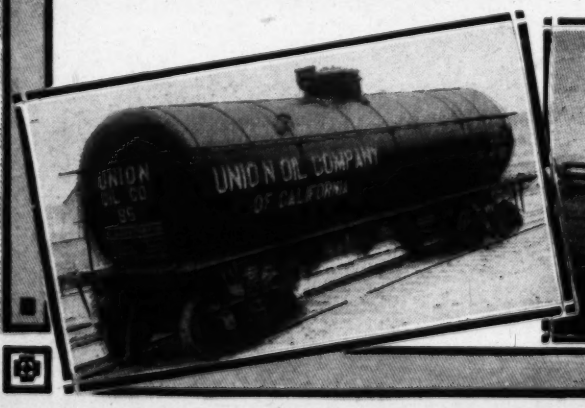
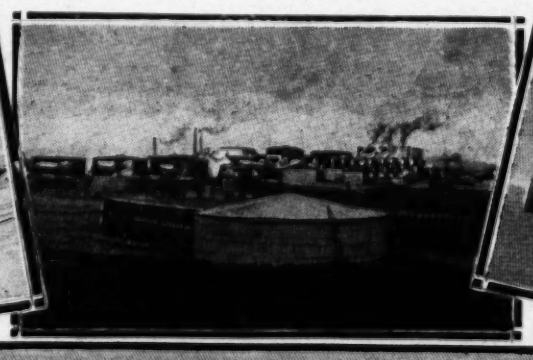
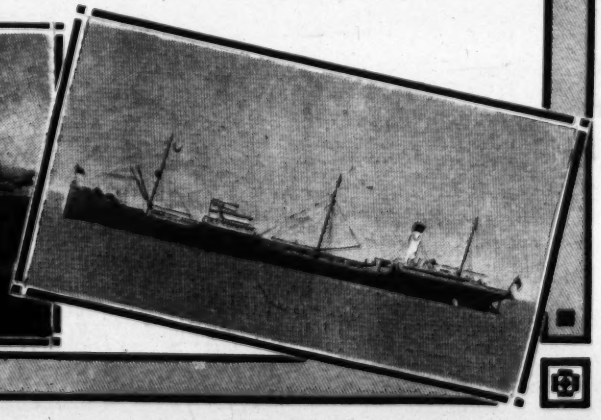






Why Come to California This Year of All Others?

swiftly away behind the humming wheels of an automobile.

Would you know the pleasure of motoring mile after mile over roads as hard as steel and as smooth as glass? Then come to California this year. Bring your own car, if you wish to; or buy or hire a car in Los Angeles. If that better suits your convenience. Bee, horrow, &ct a car somehow.

meters to conquer. Why come to California? Chiefly because the opening of the Panama Canal has doubled, tripled and quadrupled business chances on the Pacific Coast. For the first time in her history California is taking her place as an ocean-shipping center for the commerce of the world, to the Orient and Australasia, and through the

torna takes a leading part. Come and enjoy peace, comfort, security and contentment—that is the call of California in 1915.

* * *

NEW MERCHANT FLEETS.

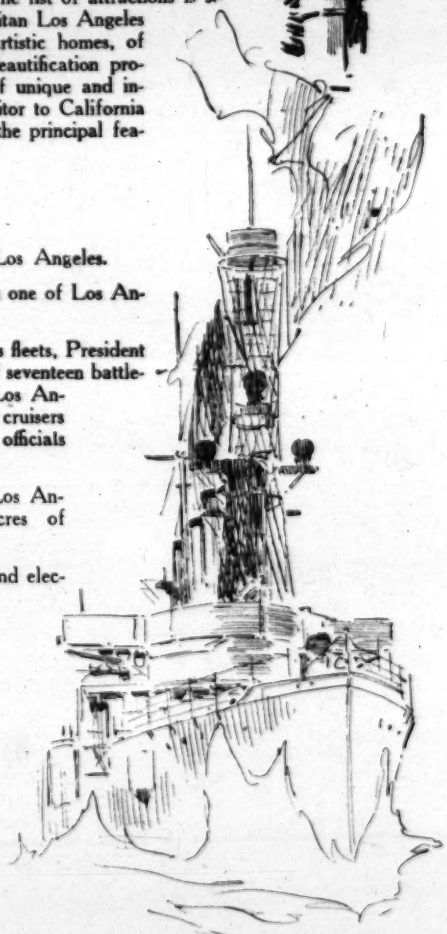
Come especially this year of Erace because we have two famous exhibitions to

THE LURE.

WAS a new-comer from an eastern State and I met him one balmy day in January on Monk Hill in Pasadena, enjoying the sunshine and the scenery. Naturally I made an appropriate remark as to the beauty of the day and the wonderful weather we enjoy in California. He turned to me with a smile.

The California Programme for 1915.

NO STATE in the Union ever made such elaborate and effective preparations to entertain a host of visitors as has California for 1915. Work on the expositions began nearly three years ago and on these great fairs and other features there has been directly expended not less than $100,000,000. Over all the broad stretch of this sunkissed State of beauty and prosperity the people have been working and planning. Now they are ready to welcome hundreds of thousands of guests, to make their stay enjoyable, interesting and instructive. Every county and city and suburban community has something worth while to offer. The list of attractions is so great that to see all would require the entire year. In Southern California, with metropolitan Los Angeles as the central point, the natural beauties of sea and mountain views, of picturesque and artistic homes, of orchards and groves and semi-tropical luxuriance have been enhanced by an elaborate beautification programme. Flower shows, electrical, floral and allegorical pageants, carnivals and scores of unique and interesting forms of entertainment have been provided. The problem confronting the 1915 visitor to California is how to divide his time so as not to miss too many major attractions. Here are some of the principal features of the year with approximate dates:



January 1-December 31—Panama-California Exposition at San Diego.

February 20-December 20—Panama-Pacific Exposition, San Francisco.

February 12-19—Convention of Western Fruit Jobbers Association of America, Los Angeles.

March 1-October 15—Mammoth floral and land show and spectacular production in one of Los Angeles' beautiful parks.

March 15 (subject to modification by Navy Department)—Arrival of United States fleets, President Wilson, Cabinet officers and members of Congress. The first fleet of warships will consist of seventeen battleships and dreadnoughts. It will come through the Panama Canal, make brief stops in Los Angeles and San Diego and proceed to San Francisco. The second detachment, consisting of cruisers and torpedo-boat destroyers, will come about two weeks later. Government and Navy officials will be formally entertained, first in San Francisco, then in Los Angeles and San Diego.

March 15—Opening of exhibit of California native flowers at Exposition Park, Los Angeles; a remarkable display of beautiful blossoms and native plants covering many acres of ground.

May 1-10—First great entertainment feature in Los Angeles, consisting of floral and electrical pageants, allegorical floats and unique carnival features.

May 20-30—Rodeo, a real Wild West show, introducing the great riders of the Southwest in Los Angeles.

May—National Young Women's Christian Association convention, Los Angeles.

June—Convention of Association of Port Officials, Col. Geo. Goethals, vice-president. Los Angeles.

June 24-July 1—National Association of Musical Clubs, with 50,000 delegates. Production of great American operas and musical festivals. Los Angeles.

July—Pageant of the Great Southwest; the history of Southern California picturesquely depicted by floats and emblems beginning with the coming of the padres and the old mission days.

National convention of Benevolent Order of Elks, Los Angeles.

July 6—Universalist general convention, Pasadena.

July 29-August 1—International Saengerfest, Los Angeles.

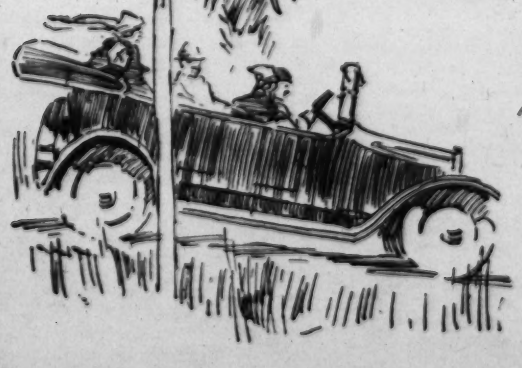
August—Pageant of Southern California with representation from a hundred communities.

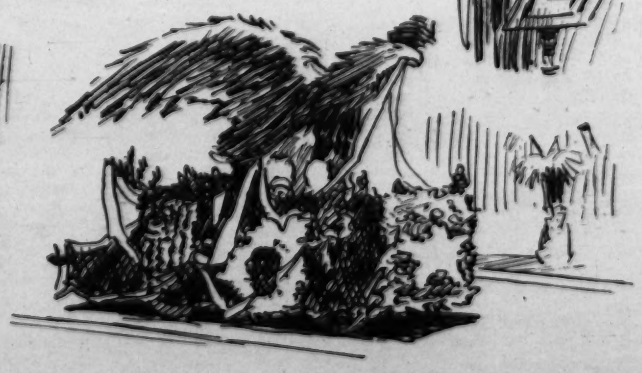
September—Pageant of 50,000 school children. Exhibit of school gardens and distribution of $25,000 in prizes to successful school organizations

October—Convention of Pacific Coast Employing Printers and the Franklin Clubs of America.

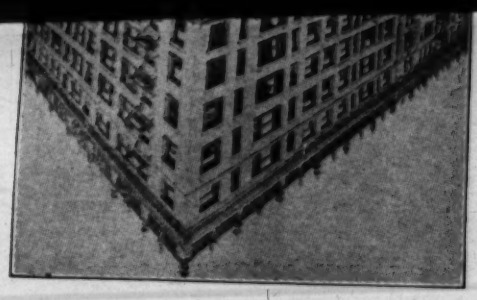
During the year there will be held in Los Angeles and other California cities more than 300 other conventions

Los Angeles county has added three magnificent scenic mountain highways to its extensive network of paved highways. Two hundred miles of county highways have been lined with rose bushes on trellises. The streets of Los Angeles and other cities have been decorated and additional electric lights installed. Official sightseeing routes for beautiful scenic drives have been prepared by the Los Angeles 1915 Committee. A special programme of sports and entertainment for officers and men of the fleets will be held at a date to be fixed by the Secretary of the Navy at Exposition Park, Los Angeles.





Hotel Alexandria.



R. H. McCRAY COMPANY—
CONTRACTORS.

Representative cement, grading and excavation contractors who add prestige to this branch of industrial life in Los Angeles is the R. H. McCray Company, No. 234 West Twenty-eighth street.

For many years this firm has been identified with contract work in this city. Under the personal direction of R. H. McCray extensive contracts have been handled in a thorough manner, the work being completed according to plans and specifications in a most satisfactory manner, showing the splendid McCray system and ability to achieve results.

An important contract recently finished was the excavation and grading of Van Ness Square for the McCarthy Company, realty operators, a $40,000 job, which adds materially to that section of the city.

The contract for grading and excavation

BIMINI HOT SPRINGS.

One of the most popular hot springs and health resorts of Southern California is the Bimini Hot Springs, located almost in the residential district of Los Angeles, and operated under a splendid management, with fine natatorium, hotel and medical department, offering the best of attention to the thousands of

in the creation of new tracts and subdivisions of Los Angeles. He is a steady and active man of affairs who has always had faith in the future of Los Angeles.

The R. H. McCray Company is a close family corporation. Its officers are R. H. McCray, president and general manager; Mrs. Ella McCray, his wife, secretary and treasurer, and his son, A. L. McCray, vice-president and assistant manager, acting as right-hand man to his father.

Great Western Smelting and Refining Company

Manufacturers of

INGOT BRASS *and* BRONZE, INGOT COPPER, SOLDERS, PIG *and* CAULKING LEAD, BABBITT METALS, ZINC, PIG *and* BAR TIN, ALUMINUM, *and* ANTIMONY :: :: :: :: :: :: ::

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Great Western is your guarantee of satisfaction. Let us prove it to you.

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The Famous XXXX Nickel Babbitt

Without doubt the best high-grade bearing metal known. It is not a freak metal—in one season and out the next—but the result of eighteen years of conscientious effort to produce the best regardless of cost. It is particularly adapted for electric railway service, gas engine, automobile and other motor bearings—in fact, any high speed or heavy duty requirements.

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Chicago Detroit St. Louis San Francisco Seattle Vancouver, B. C.

Why Come to California This Year of All Others?

THE LURE.

I WAS a new-comer from an eastern State and I met him one balmy day in January on Monk Hill in Pasadena, enjoying the sunshine and the scenery. Naturally I made an appropriate remark as to the beauty of the day and the wonderful weather we enjoy in California. He turned to me with a smile.

"You Californians rather overdo the climate talk," he said. "I've only been here three days and I admit they have been splendid. But the people in the East are apt to suppose that climate is all you have here, and"—with a sweep of his arm—"you have so many other things."

This was six years ago. Last summer I met him again on the top of a motor bus. It was mid-August yet the air was so fresh and bracing that it was quite comfortable sitting under the rays of the summer sun. He didn't remember me but broke into raptures.

"We Californians, you know," he said, "don't half enough advertise our climate. Summer or winter, it's just the same, a treat to live in. If only people in the East realized the truth! But you could never tell them. They must come here and live it with us to understand it." When I reminded him of his talk six years ago he admitted that there was a big difference between his past "you" and his present "we." But he was right in one respect, California has so many other things.

Still our climate is the medium, so as to speak, in which California life is immersed and from which so much of our joy and comfort springs. So it is not unnatural if we enthuse over its perfection to a degree that may savor of hyperbole to those who have not proved it for themselves. The chief point is we ask no one to accept it simply on our say so. We prefer to let the climate speak for itself. It can do so more eloquently than any written word in prose or poetry, or any glowing speech or splendid metaphor.

Yes, our climate is one of the chief reasons why people should come to live in California. It embraces a great many blessings; health, comfort, pleasure, ideal surroundings, economy in living, etc. It helps to account for the vitality behind the progress made here in the last ewenty-five years, a progress unequalled in the history of any other State or county.

* * *

TWO BIG SHOWS.

Of course our climate is a perennial reason for coming to California. But in this year of 1915 there are special inducements in the invitation extended to the whole world to come to the Pacific Coast during this great transformation era in the affairs of both Europe and America. First among these are our two expositions, the one in San Francisco and the other in San Diego, both complete in their different degrees. On the road between these two leading points of attraction lies Los Angeles, which will necessarily be the Mecca for tourists passing to and fro between the northern and southern cities. Los Angeles, too, will have special features in 1915 which I shall mention later on.

I do not pretend to attempt any description of the two great California expositions. Like the climate, they can speak so much better for themselves. Just one point, however. To see them will be an opportunity of a lifetime. It will never be repeated. Those neglecting to take advantage of the occasion will have lost a unique experience, and a whole lot of fun and entertainment, that nothing in the future can take the place of. After seeing the expositions, and something else of California, besides, new and unexpected decisions as to the future will be taken up by many visitors and those who came to see will remain to live. A great part of our population is made up of those who originally came as transients. They felt the lure, were beguiled by the charm, and stayed to enjoy the solid comfort.

Los Angeles is fast becoming known as the capital city of Queen Flora's kingdom. This year is flower year in the metropolis of the Southwest. Our citizens have been planning for months, ever since the idea was started by The Times, to make the flower display in and around Los Angeles a fairy wonder of the world. Every lover of trees and flowers and gardens and landscape vistas, of the natural and artificial in floral effects, every one with a little of the artist or the poet in his composition, will by a visit to Los Angeles in 1915 be rewarded with a blaze of color and a wealth of perfume to satisfy the keenest expectation.

The enjoyment of the natural and artificial beauties in and about Los Angeles will moreover be a hundred times enhanced by the travel over the smoothest and best constructed roads that ever flew swiftly away behind the humming wheels of an automobile.

Would you know the pleasure of motoring mile after mile over roads as hard as steel and as smooth as glass? Then come to California this year. Bring your own car, if you wish to; or buy or hire a car in Los Angeles, if that better suits your convenience. Beg, borrow, get a car somehow. But don't deny yourself the pleasure of the automobile at its best over roads built at ungrudging expense by the citizens of California for the convenience and pleasure of everyone who will accept the invitation to come and make use of them.

Breezy seaside resorts, deep chiseled mountain canyons, verdant valleys, rolling foothills green with citrus groves, pine crowned Sierras above the snow line, these are all accessible to the motor car, thanks to the system of perfectly graded highways provided by our progressive citizens. Do you know a huge automobile truck can be driven up to the very summit of Mt. Wilson, more than a mile above the sea.

* * *

SPORTS AND PASTIMES.

Thinking of the many exhilarating spins I have enjoyed myself over these marvelous roads, I naturally turn to the other outdoor sports and pastimes wherein California has always taken a leading part.

Tennis, for instance, is played here all the year 'round; as a consequence California has turned out the most famous players, both men and women, among the experts in this popular game. The devotees of the tennis court are also increasing among those who play moderately well without claiming the title of experts. There is tennis here for one and all. Exposition year will see many tournaments held in California. After the invasion of our roads and highways by eastern automobilists, will follow the occupation of our tennis courts by cosmopolitan wielders of the racket. Tennis will be another of the attractions of 1915.

Of fishing, swimming, canoeing, the surf board, the sail and the motor boat, in the bays of San Diego and Newport, the lagoons of Seal City and Sunset Beach, the surf of Santa Monica, Long Beach and Redondo, the crystal waters of Catalina, or among the Santa Barbara Islands, it is almost superfluous to speak. They are universally famous. This year all our seaside resorts will be at their best in their efforts to please the crowds of visitors coming westward. All lovers of water and aquatic sports will be able to indulge their various tastes to their hearts' desire.

* * *

CAMPING IN THE MOUNTAINS.

Then also there is camping in the mountains. This is another pleasure to be enjoyed in its entirety only in the Golden State. Exhausted with the hurry and bustle of sight-seeing, bewildered with the countless spectacles and entertainments of the two big expositions, what better way of rounding out the programme than two or three weeks spent amid the solemn, silent mountains, among the health-giving pine trees, close to the peaceful stars?

Horseback riding is another pastime that refuses to down before the mighty motor car in this land of the west. For nature here, still to be found in its primeval wildness, attracts many far beyond the confines of civilization and graded roads. That California possesses two of the champion polo teams is another proof that we are not losing the ancient and noble art of horsemanship.

As for golf, well, a special article would be necessary to tell of the many country clubs and courses or to set forth even in a general way the extent to which the old game of Scotland has taken root in the new civilization of the far West.

Why should all lovers of outdoor sports come to California this year? Well, knowing the facts, why wouldn't they? Isn't the infinite variety of California more boundless than that of Cleopatra, of whom Shakespeare said age could not wither nor custom stale?

There are probably living in various parts of the United States nearly a hundred thousand people who last year attempted to spend pleasant vacations in different parts of Europe. These, it is safe to say, will not desire this year to repeat the experiment. To them the call of California will come with irresistible force. Snatching a fearful joy has hardly any temptation for the victims of last August's time of terror. The Americans stung last year in the wasp nest of war will be glad this year to take their pleasures safely among the busy hives of peace. Why they should come, then, to California is as obvious as Julius Caesar's nose.

Mr. Business Man, what are your plans for 1915? Of course you are looking for fresh enterprises and new fields of commerce to conquer. Why come to California? Chiefly because the opening of the Panama Canal has doubled, tripled and quadrupled business chances on the Pacific Coast. For the first time in her history California is taking her place as an ocean-shipping center for the commerce of the world, to the Orient and Australasia, and through the canal to Europe, our Atlantic seaboard, and to every port on the eastern coast of South America.

Nor is this all. This new important position taken up by California is being felt by every manufacturing industry in all our cities. It has made horticulture and agriculture in Western America more profitable even than they have been in the past. It supplies us with the cheap raw material from foreign countries that we cannot procure at home and gives us cheap transportation for our own products to every quarter of the globe.

The orange or lemon grower, cultivating his five, ten or twenty acre grove among the foothills, will reap the benefit of a water route through the canal. The borax, soda and cement deposits in far off deserts can be profitably worked now in regions where formerly freight rates ate up most of the profit. All mines in California will feel the quickened trade arteries as the volume of traffic through the isthmus increases from month to month. So a fresh impetus is given to all industries in the remotest parts of California as well as to the business centers in the large cities.

Really, it doesn't need many words to bring home to the alert business man what it means when we say that on our Pacific Coast are being located the most important seaports in the United States, as westward the star of empire travels. Add this new factor to the sum of her former natural and commercial advantages and the total is one to stagger finance.

* * *

THEIR MONEY'S WORTH.

Nineteen-fifteen will certainly be the business man's year in California. The social side of our life here, also, makes an intimate appeal to our exposition visitors. The charmed door of our domestic life opens easily to the right key. And with our well-known hospitality, our recognized willingness to prepare a welcome for the stranger within our gates, every man and woman with credentials from any eastern city can always find pleasant homes here ready to offer him entertainment. Hospitality shows at its best among the sunny hills and in the green valleys of joyous California.

Such moonlight rides in smoothly running automobiles to a hundred different places of beauty and interest, such jolly evenings spent over mountain camp fires with ukulele, mandolins and harmony, such indolent afternoons basking in the warm sands along the surf-tormented shores of old Pacific, such dances where the dazzling beauty of our native daughters makes choice of partners a thrilling perplexity, such good fellowship and wit and humor and jolliest unconventionality prevailing everywhere, surely he must be a hopeless curmudgeon who does not long for the charm of California life in this greatest year in California's history.

On a small Californian lot, say 50 by 150 feet, a householder can grow all the fruit he requires for home consumption, whether eaten green or canned or preserved for future use. A little labor in the evening, hoeing and watering his trees, which for a city man is not labor but recreation, is all the fruit will cost him. Oranges, lemons, peaches, apricots, pears, walnuts, olives, guavas, he can have them all in abundance and at their best, independent of market price.

Fish is cheap and plentiful. The Pacific is California's back yard. A man may catch fish for himself on an idle Sunday or buy them on the wharf at a nominal price. Most householders raise enough chickens, a great many add rabbits, to keep themselves supplied with eggs and fresh meat. This is not difficult in a climate where storms of snow and killing frosts are unknown and where barley is a staple crop.

Here again care and cleanliness are the chief capital required. Also remember coal bills are a negligible quantity and the cool summer nights keep the ice man's visits within reasonable limits. Here comfort is not a luxury but a general commodity, to be participated in by men of large or small incomes.

The year of 1914 will go down in history as one which the human race as a whole cannot contemplate with unmixed feelings of satisfaction. During an era of storm and fury America has kept a cool head and acted in a sensible way. For this reason America this year appeals to the whole human race and the whole human race is listening to her music. In that chorus the voice of California takes a leading part. Come and enjoy peace, comfort, security and contentment—that is the call of California in 1915.

* * *

NEW MERCHANT FLEETS.

Come especially this year of grace because we have two famous exhibitions to show you, illustrating the great triumphs of peace and industry. Come for instruction and entertainment. Come because, as a result of the opening of the Panama Canal, we are just entering a new era of development and industrial activity. Come because Los Angeles is increasing in population and prosperity and beauty as no other city before has grown in the same space of time. This is the ground floor year for business activities in the booming Southwest. Cotton growers in the Imperial Valley, sugar beet farmers and the sugar factories, fruit and fish canners, every man with something to sell will feel the benefit of the new cheap all-water route through the Panama Canal.

This is the year of new ports and harbors and merchant fleets, of a larger and more remunerative citrus industry, of cotton and rice and novel soil crops, of agriculture pushing further back the receding line of desert, of ever fresh water supplies, of unexpected industries and manufactures. keep your ear to the ground and listen to the call of California.

California calls you because within her borders are to be found health in abundance, recreation for the motorist over the best roads ever successfully planned or diligently constructed, outdoor sports everywhere at all times for the ardent athlete, fishing and hunting for the sportsman, swimming, boating and sailing along hundreds of miles of seacoast, play for the player and work for the worker all the year round. Come to the land of promise and performance.

California calls you to cultivate her as yet neglected lands in the more distant portions of her vast domain, where thousands of acres await the plow and the hazel wand. There are new Imperial Valleys to be created, new crops to be grown, the efficiency of the old and proven success to be increased by scientific farming and a proper rotation of crops; come and help in the good work, you who have health and youth and ambition.

Remember how the cities are building up, how the Panama Canal opens to California the markets of the world. Think how Europe has been devasted by war and how the whole human race is calling for more food, for rice and fruit and fish and sugar, for more cotton and more clothing, for more metals and useful minerals. All of these California is able to supply. We are no longer hampered by excessive freight rates. Our supply of irrigating water is proving to be everywhere ample, and untried lands hold limitless opportunities.

We are getting our second wind this year of 1915. We are on the verge of the second period in California's greatness and growth. We are inaugurating the era when the Pacific Ocean will be the Mediterranean of the world.

* * *

NO TIME LIKE NOW.

Come to California this year because there is no time like the present. It is folly to put off till tomorrow what you can do so much more easily today. This is the birth of a newer and grander and more universal California. By investing small sums in real estate in and around Los Angeles twenty or thirty years ago, count up the many who after passing through Easy Street now occupy guest chambers in the palace of Fortune.

Right now these opportunities are more than duplicated and on a larger scale. Do you wish twenty years hence, for the sake of your families and your children, to be numbered among the favored friends of fortune? By the exercise of foresight and sound judgment you may today on the Pacific Coast lay the foundation of success in many widely different branches of industry. An honorable competence is the worthy ambition of all good citizens. Do you want it hard enough to make a little effort along original lines?

Then come to California this year. You need her in your business, in your health, in your comfort, in your religion.

HARRY BOWLING.

Nowhere Else.

There is no other spot than California where it is possible for a man to maintain himself and his family on an acre of ground, and the whole year round. There is no other place in the United States where it is possible to cultivate that acre twelve months in the year.

Fruit Item.

The only lemons to be found in California are located on the trees.

Hotel Alexandria.

Hotel Alexandria of Los Angeles is notable throughout the world as a metropolitan institution. It is remembered by globe trotters, tourists, financiers, capitalists, visitors and sightseers who have written their names on the register at the request of courteous clerks as a New York hotel among the orange groves.

Visitors to California attending the Panama-Pacific Exposition at San Francisco and the Panama-California Exposition at San Diego during 1915 will find every arrangement has been provided for their comfort, pleasure and convenience at Hotel Alexandria.

The Alexandria is most conveniently located at the corner of Spring and Fifth streets. All the principal electric car lines pass the doors, and it is within a few minutes' walk of all theaters, and is in the heart of the shopping districts.

The magnificent lobby of the hotel is impressive and imposing, the big living feature of the establishment. It is of the Spanish renaissance style, with massive Corinthian columns supporting a lofty ceiling done in fancy fresco, the effect being augmented by a superb mezzanine floor on three sides. Opening from the mezzanine are the ladies' reception parlors, drawing-rooms and the hotel library.

There are some 700 rooms, all having private bath in connection, and elaborate suites of beautiful and luxurious designs and furnishings. Rates range from $2 for one person to $5. For two persons from $3 to $12. There are 100 rooms en suite, drawing-room, bedroom and bath, at prices ranging from $12 to $20 per day.

The hotel is operated on the European plan only, and is splendidly equipped with delightful dining places. The Franco-Italian dining salon and the Mission Indian Grill are both unique among the places where rich and delicious food is served. This department now is under the direct supervision of C. B. Nagel, who has been for years connected with the great Ritz-Carlton Company in London and Paris, and with large hotels in New York. He has introduced in the Alexandria the latest eastern and European ideas in catering, and makes a specialty of planning unique and elaborate banquets and dinners for special occasions. He is recognized as a leader in his profession and is an able addition to the splendid system of the Alexandria.

Another delightful feature of this hotel is the tearoom. Here many social leaders, out-of-town visitors, guests of the house and friends meet for their afternoon tea and discuss the affairs of the day.

Officers of the Hotel Alexandria Corporation are: A. C. Bilicke, president; R. A. Rowan, vice-president; Vernon Goodwin, managing director, and Morgan Ross, manager.

Mr. Ross is perhaps one of the best-known hotel men in the United States, having extensive personal and practical experience and a large and influential acquaintance among world travelers, professional and business men and women. He was for years manager of the Imperial Hotel of New York, and was for nine years manager of the great Hotel Coronado at San Diego, one of the notable resorts of the Pacific Coast. He came to the Alexandria about a year ago, since which time he has diffused a pleasing and agreeable atmosphere and personality that adds to the pleasure of being a guest of this hotel.

Hotel Alexandria stands today as a towering and substantial monument to the nerve, faith and ability of Mr. A. C. Bilicke and Mr. R. A. Rowan, its builders and principal owners, two of the greatest and most successful business men and boosters of Los Angeles; men who have helped place the name and fame of this city on the maps of all the countries of the world. They built the Alexandria Hotel at a time when the financial conditions were not any too bright, and when the question of its permanent success was by some considered a problem. They had faith, however, in Los Angeles, and the success of this grand hostelry is due to their executive ability and pluck.

Mr. Vernon Goodwin, the managing director, is a capable and brilliant young business man, who has been connected with the hotel in a responsible capacity since its erection and opening. He has general supervision of the entire Bilicke and Rowan interests of the hotel.

R. H. McCRAY COMPANY—CONTRACTORS.

Representative cement, grading and excavation contractors who add prestige to this branch of industrial life in Los Angeles is the R. H. McCray Company, No. 234 West Twenty-eighth street.

For many years this firm has been identified with contract work in this city. Under the personal direction of R. H. McCray extensive contracts have been handled in a thorough manner, the work being completed according to plans and specifications in a most satisfactory manner, showing the splendid McCray system and ability to achieve results.

An important contract recently finished was the excavation and grading of Van Ness Square for the McCarthy Company, realty operators, a $40,000 job, which adds materially to that section of the city.

The contract for grading and excavation work on a sixty-acre tract in the southwest owned by Emil Firth, the big real estate specialist and land owner, costing $17,000, was finished on schedule time.

Other important achievements are the grading and cement work of Pico Boulevard tract and Harbor City for W. I. Hollingsworth; Walnut Park and West Washington Boulevard tract for Kleinberger & Edwards. In all of these tracts the McCray Company is heavily interested financially, showing its faith in subdivision properties in and near Los Angeles, and demonstrating its ability to take care of big contracts.

The company owns and operates ten teams and grading and excavation outfits, with full and complete equipment. A large steam shovel is kept in steady use, and a gas traction engine is operated, thus completing the working outfit of this growing company.

The McCray Company is prepared to handle large and small contracts for cement, grading and excavation work. Mr. McCray gives personal supervision to most of the work, ably assisted by his son, A. L. McCray, a promising young contractor, who, with experience gained under his father's direction, has a bright future ahead because of his quickness to grasp and handle details.

R. H. McCray has been engaged in contract work for thirty years, during which time he has taken an active part in much of the work that has become so important in the creation of new tracts and subdivisions of Los Angeles. He is a steady and active man of affairs who has always had faith in the future of Los Angeles.

The R. H. McCray Company is a close family corporation. Its officers are R. H. McCray, president and general manager; Mrs. Ella McCray, his wife, secretary and treasurer, and his son, A. L. McCray, vice-president and assistant manager, acting as right-hand man to his father.

BIMINI HOT SPRINGS.

One of the most popular hot springs and health resorts of Southern California is the Bimini Hot Springs, located almost in the residential district of Los Angeles, and operated under a splendid management, with fine natatorium, hotel and medical department, offering the best of attention to the thousands of residents and visitors to this glorious Southland.

The handsomely appointed Bimini Hotel meets all requirements of a first-class hostelry. Social entertainments are provided for those who enjoy music and harmless amusements, and for all the freedom of cheerful, restful surroundings where health and pleasure meet it is ideal.

The famous Bimini Baths are under the care of a regular physician and surgeon, who is the president of the company and house physician of the hotel.

The water provides a delightful thermal alkaline-saline water, which carries sodium carbonate, sodium chloride, potassium chloride, silica, calcium carbonate, magnesia, etc. Noted scientists claim that the Bimini waters are identical with those of the famous spas of Europe, being especially valuable aids to the curing of rheumatism, gout, sciatica, dyspepsia, indigestion, catarrhal conditions, kidney, bladder and liver troubles, etc. The water is also bottled and delivered anywhere, being the only natural soft drinking water in Los Angeles.

The natatorium and baths are finely equipped, having every convenience for swimming parties and general recreation.

The management is vested in J. J. Warrick, secretary and treasurer, an able man, thoroughly familiar with the attractions and health-giving benefits of this resort; S. W. Callanan is vice-president, and the officers are all boosters for Los Angeles.

FITCH CAFE COMPANY.

For some twelve years the name of Fitch has been identified with the cafe and restaurant life of the banking districts of Spring and Fourth streets, the present well-appointed cafe having been established four years ago at No. 353 South Spring street, near Fourth street.

Under the personal management and direction of G. W. Fitch, president and manager of the company, this cafe has become popular and well patronized by business men, ladies, visitors, clerks and others who appreciate the Fitch quality and the efficient service.

Mr. Fitch makes it a rule to serve the best foods possible to secure, and the cookery is excellent. This accounts for the hundreds of pleased patrons who eat at Fitch's Cafe every day in the year.

EUROPA CAFE.

One of the most popular and enjoyable of the better class of French and Italian restaurants, and the "oldest and best in Los Angeles," is the Europa Cafe, No. 738 South Main street, operated under the personal management of that well-known caterer, John Volpi. A spécial a la carte service is maintained all day; wines and liquors are served, and private dining-rooms are provided for special parties. The table d'hote dinner for 60 cents, wine and beer included, is notable, and the new location has met with generous popularity by old and new patrons.

Visitors find John Volpi a polished and genial host, and the service is all that could be desired, the best being none too good for patrons of the cafe.

HOTEL ALHAMBRA AND ANNEX.

The thousands of visitors, globe trotters, tourists and sightseers coming to California during 1915 to see the great expositions will linger in Los Angeles. Those who appreciate pleasant and congenial hotel surroundings will find an atmosphere of home at Hotel Alhambra and Annex, Nos. 316 and 323 North Broadway. Here they will find modern conveniences and comforts.

Hotel Alhambra is of reinforced concrete and steel construction, absolutely fireproof, is elegantly furnished and appointed as a transient tourist and residence hotel. There are 120 guest rooms, 50 with private bath, parlors and reception-rooms. The service is noted for its efficiency.

The Annex, located just across the street, has 100 rooms, arranged in two and three-room suites, is handsomely furnished and provided with all conveniences for family uses.

The hotel and annex represents an investment of $500,000, the properties being owned by Dr. L. E. Cross, a prominent physician and capitalist of Stockton, who has faith in the future of Los Angeles.

The management of Hotel Alhambra and Annex is vested in J. R. Hankla, a native of Kentucky, who has spent years in practical hotel life, having been connected with leading establishments of the Middle West. During the past eleven years he has been prominent in California hotels, and under his direction and personality, an atmosphere of popularity and prestige in the hotel world has been created in Los Angeles on Broadway, north of First street. He has made Hotel Alhambra and Annex a transient tourist and residence headquarters that is thoroughly representative.

The Van Nuys Hotel.

LOCATED AT CORNER OF FOURTH AND MAIN STREETS.

One of the more notable and representative hotels of the Pacific Coast, and one that has housed many famous globe trotters, tourists and men and women of affairs from every section of the world is the Van Nuys Hotel of Los Angeles, more frequently referred to as "The Holland House of the Angel City" by those who register from New York.

The Van Nuys Hotel is located in the heart of the city of Los Angeles, convenient to all electric city and interurban cars, and the shopping and theater districts of the southwestern metropolis. It is the popular rendezvous for people of refinement who appreciate the best in hotel appointments, service and conveniences.

This elegant hostelry is conducted on the European plan, has some 200 guest rooms, 150 with bath, and the rates range from $1.50 per day, without bath, for one person, to $4 for one or two persons per day. Rooms with bath range from $2.50 to $6 per day.

The Van Nuys Hotel is elegantly furnished throughout, the rooms and corridors being notable for their quiet refinement and tone of furnishings. The parlors and lounging-rooms for guests and their friends, the smoking-rooms and other attractions are of the most effective class, consistent with a management that is exceptional.

The lobby of the Van Nuys Hotel is one of the most attractive in Los Angeles, cosily fitted, with writing desks and other conveniences, easy lounging chairs affording a splendid view of the lively street scenes, all adding life and human interest to those lingering as guests of this attractive establishment.

The grill of the Hotel Van Nuys is conceded to be unsurpassed on the Pacific Coast. The cuisine is perfect and the appointments and service are all that could be desired. Prominent visitors from all parts of the world have been numbered among the patrons of the Van Nuys grill. Theater parties find this an ideal place before and after the plays. The patronage extended this department of the hotel by leading residents of Los Angeles and Southern California has been notable and exclusive for many years, and this clientele is not only steadily maintained, but is growing rapidly.

The Van Nuys Hotel is owned by the E. L. Potter Company, Inc., and the management is vested in Mr. C. H. Knappe, one of the most able hotel men of the West, a gentleman known personally to hundreds of world travelers, persons of note and achievements, who are wont to linger at this popular hotel because of its pleasant appointments and courteous efficiency.

Especial plans have been made for the entertainment of the thousands of exposition visitors during the year 1915, who will find a cordial welcome awaiting at the Van Nuys Hotel, Los Angeles.

San Gabriel Valley's Winter Poses

A Midwinter Stroll on Her Own Estate.

Possible in Southern California.

Famous Nursery and Floral Specialists.

HOWARD & SMITH.

La Flora is at home in all her beautiful loveliness in this gloriously productive, all-the-year climate of Los Angeles and the Southland. Every known plant of the tropic, semi-tropic or temperate zones grows to perfection in this mild, evenly-tempered clime, and the Gardens are one mass of GORgeous blooms and flowers from one year's end to another.

Roses, carnations, chrysanthemums, dahlias, cannas, phlox, delphiniums, cinerarias, flowering shrubs, evergreens and vines are popular for landscape and garden effects.

The bulbous and tuberous rooted plant, the Amaryllis, is a magnificent new strain of hybrid, which has continued in demand and popular favor, produced in single and special varieties. A waving field of these splendid flowers shows much care and attention at the home nurseries.

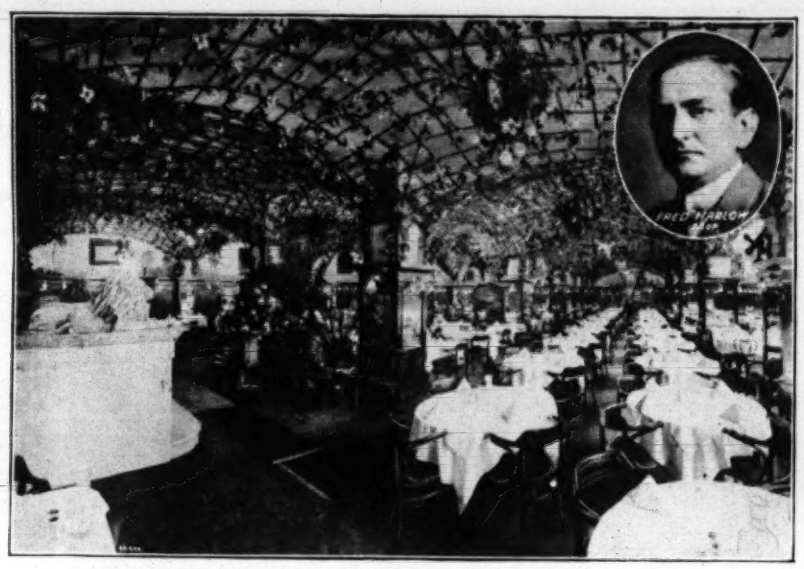
Other flowers embrace peronias and calcilaria in flowering plants, bulbs and seeds, with beautifully stocked nurseries at Montebello, and city sales and florist department at Ninth and Olive streets.

The original plant of this well-known firm has grown from a small beginning nearly twenty years ago, when the towering landmark, an Eucalyptus Cliftodora, shown on this page over the first homesite of the house, was planted by a member of the firm. At that time this tree was a slender wisp of a plant [illegible]

This booklet is beautifully illustrated and gives interesting information about flowering plants, bulbs and seeds, and about all kinds of flowers, paying particular attention to the rose, a leading specialty of the firm.

The rose is a premier favorite of all cultivated garden plants, even from earliest history it has been famous, and today in California and all parts of the beauty-appreciating world the rose still holds undisputed sway as the Queen of Flowers.

Harlow's Cafe.



Known as the finest and best equipped cafe west of Chicago is the fame and prestige established by C. Fred Harlow for his celebrated cafe, which will be a popular headquarters and rendezvous for thousands of exposition and world's fair visitors during the year 1915, as well as a popular meeting place for thousands of friends and patrons who have become familiar with the name and location, Harlow's Cafe, Washington Building, Spring and Third streets, Los Angeles, California, U.S.A.

The interior decorative effects, equipment and service are the chief attractions. Everything has been provided along artistic lines that create comfort and convenience. Entrances are found on Spring and Third streets, and the menu, prepared under Mr. Harlow's personal direction by the most competent chefs, provides a cuisine that is noted for its excellence.

A special feature is the cabaret entertainers, musicians, singers, vaudeville performers and men and women of talent known to the amusement world. The programme during luncheon, dinner and after theater hours is of rare merit. Special talent has been engaged for the year 1915 in honor of the thousands of exposition visitors who will make Harlow's Cafe their favorite place of rendezvous.

Fred Harlow established this splendid cafe as an added attraction in cafe life for the people of Los Angeles, tourists, visitors and globe trotters, about eighteen months ago, with the idea of catering to the highest class of patronage and rendering the most capable and efficient service. His advent met with immediate approval, and, from the hour of opening the cafe until the present, Harlow's has been one of the more notable establishments of its kind in Los Angeles, attracting people from all parts of the Golden State and many visitors.

Fred Harlow has lived a typical cafe life and is familiar with the wants and demands of his high-class trade. He is a native of Des Moines, Iowa, and many representative Iowans make the cafe their headquarters, finding there all the delicacies that cause them to feel at home and not miss the old festivities of their former home State.

Mr. Harlow has had many years of practical experience in hotel and cafe life. He was originator and owner of the Rathskellar Cafe on Spring street, and was lately owner of the United States Hotel and bar, establisfiing a good record and making many friends for both establishments.

Like many leading and successful men of this city, Mr. Harlow attributes much of his success and prestige to the hearty aid and co-operation of his best friend and partner, Mrs. Harlow, whose encouraging advice and constant attendance has helped this well-known caterer tide over many imaginary and some real difficulties in commercial life.

In the management of the famous Harlow Cafe, she is his constant assistant, and together they make it interesting and entertaining for the thousands of patrons and friends who dine and enjoy the pleasures of cafe life.

The Cafe Bristol.

No other city on the Pacific Coast has ever shown such a wonderful and permanent growth and development as has the city of Los Angeles during the past few years. This is especially notable in the cafes of the city, one of the more popular and justly celebrated as the headquarters of epicures being the Cafe Bristol, owned and operated under the personal direction of that well-known caterer, William Schneider, whose many years' experience ranks him as a leader.

The magnificence of Cafe Bristol can hardly be described, as its appointments are the result of the best conceptions of architecture, the idea of beauty predominating in the decorations and furnishings. The main dining-room seats comfortably 800 persons at tables of convenient size, and the adjoining banquet-rooms and gentlemen's grillroom are finished in an elegant manner.

The interior of the main dining-room is finished in polished marble and white mahogany. There are two entrances, one from Spring street and one from Fourth street. In the center of the great room a stage has been erected for the cabaret entertainers. Here are seen some of the most brilliant stars of vaudeville, singers, dancers, character artists and musicians following one another in rapid succession, providing a varied and high-class entertainment during the luncheon and dinner hours and after the theaters.

During the year 1915, the great San Diego and San Francisco exposition year, during which many conventions and millions of visitors will flock to Los Angeles, Manager William Schneider promises to present the most notable cabaret entertainers ever shown on the Pacific Coast, all of which will add to the pleasure and delights of dining at the Cafe Bristol.

The service at this renowned cafe is of the highest order. The unexcelled cuisine, well-trained attendants and unequalled atmosphere, add to the joys of the cabaret, and connoisseurs from all parts of the world gather at the Bristol for their luncheon, dinners and evening's pleasure. Visitors who are entertained at this cafe invariably take away with them pleasant recollections of the good things they enjoyed.

Cafe Bristol is not only one of the leading attractions of Los Angeles among its permanent residents, but to the thousands of tourists, globe trotters and visitors as well.

William Schneider, the genial host and proprietor of Cafe Bristol, is one of the best-known men in his profession in the West. He has an established prestige in the catering life of Los Angeles that is individual and distinctive. He is a typical entertainer, enjoys the personal acquaintance and friendship of people of all walks of life who appreciate the best in cafe life, and he provides for their pleasures the most elaborate of menus, the viands being prepared under the direction of the most competent chefs, and each year his business has expanded and his popularity increased.

William Schneider is a man of affairs, a booster for Los Angeles, and a caterer whose splendid service and efficient methods will attract thousands of visitors to the Cafe Bristol during the year 1915.

FAIRCHILD-GILMORE-WILTON COMPANY.

One of the more notable and successful of the larger industrial interests of Southern California is the Fairchild-Gilmore-Wilton Company, paving contractors, with offices at 394-396-398 Pacific Electric Building, Los Angeles, and extensive quarries at Spadra and Corona.

The company also owns and operates a large oil refinery at Vernon, under the name of the Hercules Refining Company, and maintains branch offices in San Diego, Pasadena, San Pedro, Wilmington, Long Beach and Whittier, having large contracts for street paving work in those cities.

The good streets and roadways of many cities in Southern California attest the splendid efficiency and progressive methods of Fairchild-Gilmore-Wilton Company. Their system has proved durable and lasting for more than a quarter of a century.

One of the more notable contracts now being completed by this big company is that of paving the streets in the Exposition grounds, Balboa Park, San Diego, which adds to the modernness and completeness of this big amusement and educational project, which is to draw thousands of visitors to Southern California.

The beautiful Ocean Boulevard at Coronado, one of the show streets of the Southland, is being reconstructed by the company, and will shortly be used by thousands of automobile owners who delight in driving over this splendid boulevard.

Many streets leading to the great municipal wharves of the Los Angeles Harbor district were paved by Fairchild-Gilmore-Wilton Company, adding to the completeness of the highway systems of Los Angeles and Southern California, and increasing the tone and prestige of their respective communities.

In addition to being leaders in street paving work, Fairchild-Gilmore-Wilton Company specialize in the handling and sale of municipal street improvement bonds which pay 7 per cent. per annum to the wise investors. These bonds are issued against the best properties in various cities in Southern California, and are recognized by banks and financial institutions as gilt-edge securities. A strong and steady demand is being created for this class of municipal bonds among investors in California, and active inquiry is being made by eastern investors.

The company is equipped and prepared to handle large and small contracts for street and paving work, and its experience of many years means that all municipal paving contracts will be executed in the most representative manner under the direct supervision of men skilled to the trade, thus maintaining the splendid Fairchild-Gilmore-Wilton Company's magnificent system.

Officers of the company are as follows: G. R. Wilton, president; George P. Griffith, vice-president; C. M. Seeley, treasurer, and W. E. Burke, secretary.

Under their direction some of the larger paving contracts in Los Angeles were completed this year, such as Mission Road, East First street, many streets in the Wilshire district, Pacific avenue and Fourteenth street, San Pedro.

These streets give to Los Angeles some of the most attractive thoroughfares known on the Pacific Coast.

SHATTUCK & NIMMO WAREHOUSE COMPANY.

Making a specialty of general storage, moving, packing, shipping and heavy van work, Shattuck & Nimmo Company has built up an established prestige that is far-reaching and important. They have extensive commercial storage facilities and equipment to handle the business promptly and efficiently. Two large warehouses of brick, occupying an entire city block at Ninth and Alameda streets, are modernly equipped, and every facility is provided patrons, including private storerooms for trunks, office furniture, etc.

This company is perhaps the largest of its kind operating on the Pacific Coast, and its patronage is extensive. The officers of the company are: E. S. Shattuck, president; W. J. Nimmo, secretary, and C. A. Nimmo, manager.

LAYNE AND BOWLER CORPORATION.

A large and representative industrial organization taking front rank in Southern California is the Layne & Bowler Corporation of Los Angeles, manufacturers of the Layne Patent Well Screen and the Layne & Bowler Centrifugal Turbine Pump, the world's largest water developers, whose big plant at Nos. 900 to 910 Santa Fe avenue is one of the noted industries of this city.

The Layne Irrigation System gives more water at less expense than any combination of other systems. For the vertical lifting of water with centrifugal pumps the largest oil gushers, artesian and irrigation water wells have Layne's patent system screen installed.

The irrigator's problem is solved by the Layne & Bowler pump, because it does the work in a simple, durable and efficient manner.

CRAIG SHIPBUILDING CO.

One of the larger and more notable of the great manufacturing and industrial plants that are helping make new development history for Los Angeles and Southern California is the Craig Shipbuilding Company, whose twenty-four-acre plant at Long Beach is one of the best equipped shipbuilding institutions on the Pacific Coast.

This industry was established here some seven years ago by John F. Craig, formerly of Toledo, O., who had previously been engaged in the shipbuilding trade in Ohio, growing up in the industry under the able direction of his father, John Craig, who was one of the notably successful shipbuilders of the East Coast, making many ships for the Great Lakes and Atlantic Coast trade.

Having splendid training for years, J. F. Craig was in a position to appreciate the possibilities presented modern shipbuilding on the Pacific Coast. He selected Long Beach as a location because of its excellent climatic conditions, as he said he was tired of living in a bad climate and was going to locate in a good place to live this time. Carrying out this original idea, he, with his associates, organized the Craig Shipbuilding Company, with the following officers: John Craig of Toledo, O., pioneer shipbuilder, president; John F. Craig, vice-president and general manager; George H. Bixby, second vice-president, and George L. Craig, consulting engineer; F. W. G. Phillips, treasurer, and E. C. Denio, secretary.

From its inception, the company has been successful. The experience of the founders gave ample evidence of their ability. The mechanics employed are the best that money can secure, and the splendid ships they have produced proves these assertions.

The company has kept in line with the active growth and developments of this section of the world, has built a number of high-class boats and gained an enviable reputation and prestige, both in this country and abroad. The company has built many ships for the coastwise trade that have met all requirements, and at present contracts are in hand which represent more than $1,000,000 in shipbuilding and boat construction work. The company has achieved great results simply because its officers and entire management are fully familiar with the many perplexing details of the trade.

Some 550 men are given employment in the various branches of the big plant, and every branch of marine construction is handled from the building of a medium tug boat or power launch to the largest of ocean liners. The company operates a large floating dry dock capable of lifting a dead weight of 3500 tons, and on this dry dock ships of all tonnage are repaired and rebuilt with the quickest possible dispatch and in as economical manner as it is possible to do any place in the United States.

PECK & HILLS FURNITURE CO.

The Peck & Hills Furniture Company are the largest wholesalers of furniture in this country, with main offices and factory at Chicago; branches at New York, Denver, San Francisco, Oakland and Los Angeles. They combine manufacturing and jobbing, and their national buying organization and control of factory outputs makes them leaders in their line in this section.

They own the seven-story commodious concrete building at No. 810 San Fernando street; have a three-story brick factory at No. 750 San Fernando street and a large milling plant at No. 211 Alpine street.

The branch here was started about ten years ago, and within the last two years the concern has gradually started manufacturing in California all goods that can profitably be made here. They are now making all upholstered goods and frames, dining and library tables, dressers and chiffoniers on all large jobs and contract work.

The business is under the able management of Charles B. Smith, who says "buy furniture made in Los Angeles, other things being equal, and see our factories grow and every business benefited."

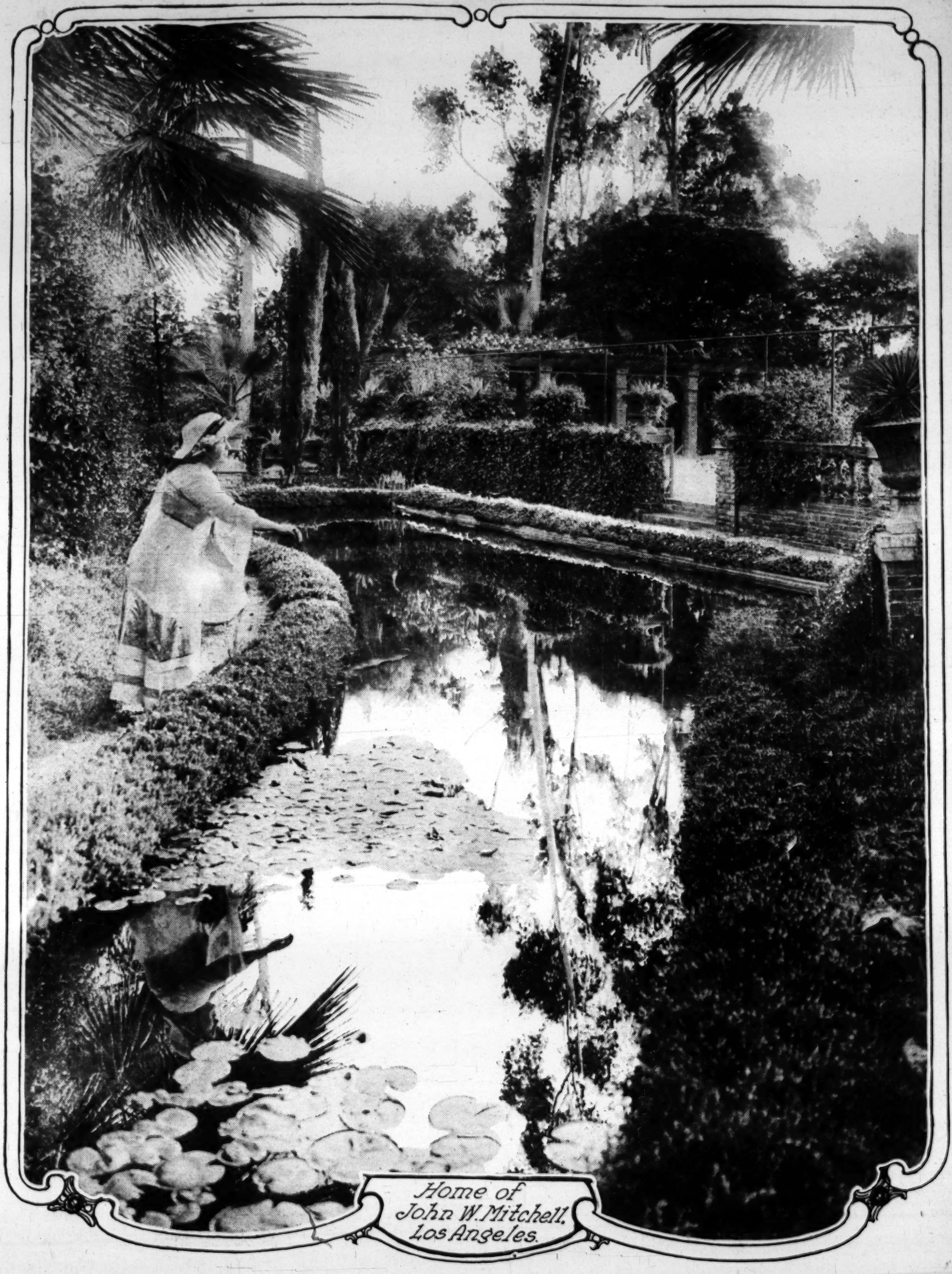
JOHN B. HOLTZCLAW

DECORATOR AND FURNISHER OF PUBLIC BUILDINGS AND PRIVATE HOMES.

Atelier
632 Metropolitan Bldg. LOS ANGELES
Fifth at Broadway

A Midwinter Stroll on Her Own Estate.

Possible in Southern California.



Home of
John W. Mitchell,
Los Angeles.

The Cafe Bristol.
Harlow's Cafe.

Famous Nursery and Floral Specialists.

HOWARD & SMITH.

La Flora is at home in all her beautiful loveliness in this gloriously productive, all-the-year climate of Los Angeles and the Southland. Every known plant of the tropic, semi-tropic or temperate zones grows to perfection in this mild, evenly-tempered clime, and the gardens are one mass of gorgeous blooms and flowers from one year's end to another.

Roses, carnations, chrysanthemums, dahlias, cannas, phlox, pelargoniums, fuchsias, flowering plants, daisies, larkspurs, amaryllis, cyclamens, hyacinths, violets, pomegranate and magnolias, all grow blooming, side by side, filling the air with a delicious fragrance.

Sunshine, fruit and flowers, all add to the delights of our own glorious and wonderful California, and the flowers are perhaps largely responsible for the infatuation for Los Angeles that seizes all comers.

Home gardens are beautiful and the flowers growing en masse are gorgeous, but for the individuality and perfect flowers we go to the artist who makes floriculture his life work. He it is who gives us the rare rose of perfect tint and exquisite fragrance, tending his delicately nurtured plants as a mother does her babe. They are his pets, his children, and he perfects them, not because it renders them more valuable commercially.

Floriculturists are invariably men of mild, genial personality, and their work of making beautiful things more beautiful is surely pleasant labor.

Flowers, beautiful in themselves, become more exquisite when arranged by the hands of artists. In the past fifteen years the artist-florist has taken an important place in the lives of those who live in luxury, who entertain lavishly and who desire unique and beautiful decorations in their homes in La Flora designs and rare plants, and who surround their homes with dainty living flowers, shrubs and plant life.

It is to please such people that the skill of the florist-nurseryman is called into requisition, and the transformations his art unfolds are wonderful. A forest scene or a shady dell with nodding daffodils and jonquils, brilliantly colored rose hedges and floral effects are created, the landscapes being beautified to match, thus making the uncomfortable outdoors places of cool, shady and delicious retreat. This, indeed, is art displayed by the florist-nurseryman of the present century.

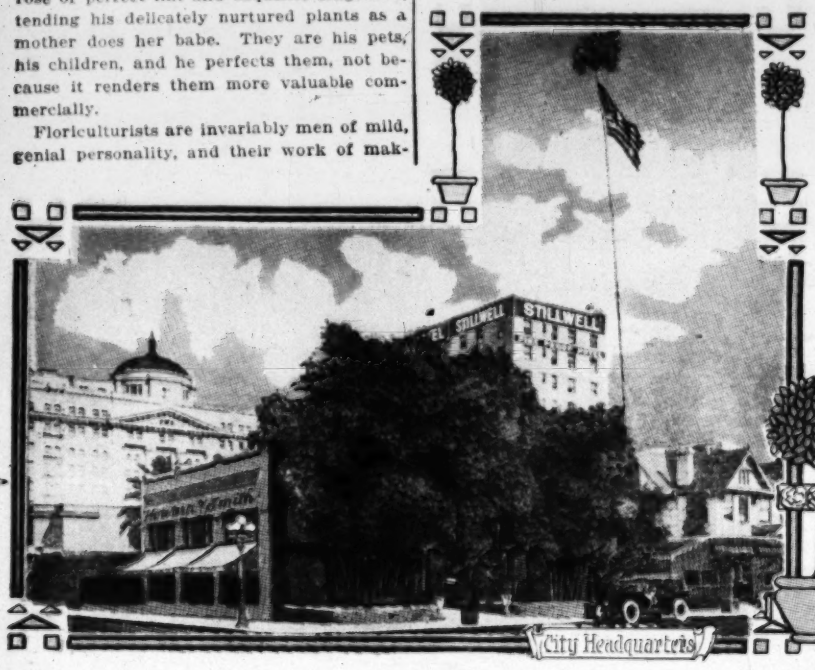
The business of the florist and the nurseryman is one, the details of which are but little known by the general public, and is one, too, requiring for its success a skill and experience that are only attained in their perfection by years of study and investigation.

Many florists are only such in name, the flowers and plants handled by them being largely procured from those true florists whose skill enables them to grow flowers, plants, shrubs and bulbs successfully and profitably in large quantities.

Los Angeles is in possession of a firm of the larger and more artistic class, who enjoy a reputation and trade that is Statewide in character, the pioneer establishment of Howard & Smith, famous florist-nurserymen and landscape architects, specializing in flowering plants, bulbs and seeds, with beautifully stocked nurseries at Montebello, and city sales and florist departments at Ninth and Olive streets.

The original plant of this well-known firm has grown from a small beginning nearly twenty years ago, when the towering landmark, an Eucalyptus Citriodora, shown on this page over the first homesite of the house, was planted by a member of the firm. At that time this tree was a slender wisp of a plant scarcely eighteen inches high; at the present time its actual measurements are 134 feet high, and it is twelve inches at the base in diameter. The distance from the ground to its lowest branches is 120 feet. And, like the organization, it is growing steadily higher.

Twenty years ago Howard & Smith had a modest little flower and nursery plant on the same site where the present handsome establishment is located. The picture shown on this page gives but a faint idea of the splendid arrangement and extensive ground and floor space enjoyed and necessary for the handling of the steadily-growing business of this notable establishment.



City Headquarters

The lower floor of this attractive building is devoted to cut flowers and plants, shrubs and seed. The interior arrangement of flowering and ornamental plants is conspicuous for its completeness and varieties exhibited. In the rear of the building are extensive plant displays and small trees, shrubs and flowers ready for immediate sale and delivery. The second floor is devoted to the offices of the firm and to the landscape gardening department, plans being made for fancy and ornamental work and for all kinds of landscape effects, this department being handled under the personal supervision of Mr. O. W. Howard, one of the notable experts in landscape work on the Pacific Coast.

At Montebello, eight miles east of Los Angeles, on the Salt Lake Railway, are the great nurseries of the firm, said to be the most modern and complete nurseries in the entire West. During the many years the firm has been in business they have distributed from these nurseries millions of plants, which have gone not only to the western shores of the Pacific, but to practically every corner of the world.

A noticeable fact concerning the distribution of these plants and flowers has been the practically unlimited number of questions usually accompanying orders as to the best method of treatment of the various plants set out, all of which are answered fully in special bulletins issued monthly, thousands of copies reaching customers of the house who prefer California-grown seeds, flowers and plants, and especially those grown by this nursery.

The catalogue issued by the firm is conceded by flower and nursery experts to be one of the most notable and attractive ever published by a Pacific Coast establishment. This booklet is beautifully illustrated and gives interesting information about flowering plants, bulbs and seeds, and about all kinds of flowers, paying particular attention to the rose, a leading specialty of the firm.

The rose is a premier favorite of all cultivated garden plants, even from earliest history it has been famous, and today in California and all parts of the beauty-appreciating world the rose still holds undisputed sway as the Queen of Flowers.

This firm has devoted much time and attention to the rose, and has developed the best methods for the production of fine plants, testing out the numerous novelties which appear year after year in both Europe and America.

The list of varieties in roses is not a long one, but it is distinctively high grade in character and improvements, maintaining the splendid quality and prestige of this nursery as experts. For the winter and spring season of 1915, and in honor of the Panama-Pacific Exposition at San Francisco and Panama-California Exposition at San Diego, where they will have beautiful exhibits, the firm will present an unprecedented line of beautiful new roses, such as the Beaute de Lyon, Duchess of Wellington, His Majesty, Lady Alice Stanley, Laurent Carle, Marie Delasalle, Mildred Grant, Miss Alice de Rothschild, Mrs. Hubert Stevens and Wakefield Christie Miller, as well as all the older favorites of 1913 and 1914, now magnificent plants.

As usual, the firm has a number of surprises in newer roses for those who appreciate a fine rose, such as the climbing roses and new and scarce varieties. These introductions are of superior merit and are in steady demand.

One of the large greenhouses at Montebello

Carnations for 1915 will bring forth superb and new varieties, refined in form and of exquisite fragrance and free-blooming qualities that are in popular favor. Carnations bloom without intermission through the year and furnish at all times delightful and fragrant bloom.

The collection of chrysanthemums is representative of the best varieties of recent years, sterling of quality and showing decided improvement in form, size and color. A number of new flowers of recent introductions of superior merit are shown in the catalogue.

A field of dahlias at Montebello, showing the new decorative dahlias of 1914, recently attracted much attention among visitors and flower lovers, adding new prestige to this firm as flower specialists.

Other flowers specialized in along original lines are the cannas, a flower giving a rich subtropical garden effect when used with various grasses, such as cyperus, papyrus, eulalias, crimson fountain grass or caladiums. They make a fine background flower in a landscape effect, and when displayed en masse are very attractive.

The perennial phlox, the pelargonium, the fuchsia, the perennial flowering plants, daisies, larkspurs and specialties of this nature are popular for landscape and garden effects.

The bulbous and tuberous rooted plant, the Amaryllis, is a magnificent new strain of hybrid, which has continued in demand and popular favor, produced in single and special varieties. A waving field of these splendid flowers shows much care and attention at the home nurseries.

Other flowers embrace begonias and cyclamens, flowering shrubs, ornamental trees, hedge plants, etc., including everything known to the scientific florist-nurseryman. The collection of this nursery is very large and comprehensive, many acres of land being devoted to the cultivation of shrubs, and in particular those sorts which are of value to California gardens.

Numerous greenhouses and propagating departments are noticeable at Montebello nurseries, and a visit there is most interesting.

In Los Angeles Howard & Smith maintain an extensive floral department, specializing in everything in flowers. This is operated in conjunction with and supplied by the Montebello nurseries, giving patrons unequalled opportunity to secure all varieties of seasonable flowers, as well as the regular line of hothouse staples.

Orders by telegraph for cut flowers or funeral designs from any part of the United States will be promptly filled. The mail-order system of this establishment is thoroughly representative. Out-of-town orders are taken care of as well as if you lived in Los Angeles.

The seed department is one of the big features of the house. Choice flower seeds of this nursery's growth and saving are ready for delivery at any time, and are to be relied upon. They produce abundant and beautiful results.

The landscape department is the most complete on the Pacific Coast. It covers an experience of twenty years in planning the finest and most picturesque grounds in Southern California and places the firm in a notable position, being thoroughly representative. The extensive nurseries, with the large and varied stock of ornamental and flowering plants and trees, supplement this department in such a thorough manner that the best results from every standpoint can always be assured.

Howard & Smith call especial attention to their efficient personal service, which is constantly at the command of patrons of their establishment. They maintain and operate the best equipped nursery and floral establishment in the West, and cordially invite visitors, home owners and residents to inspect their plant and seed store in Los Angeles, at Ninth and Olive streets, and to visit the famous nurseries at Montebello.

It is such notable establishments and representative interests as have helped make Los Angeles the great metropolis of the Golden West, and which is helping to maintain that spirit of welcome and hospitality that so favorably impresses visitors from all parts of the civilized world.

The active management is under the personal supervision of Fred H. Howard, president; O. W. Howard, secretary, and Arthur P. Howard, city manager.

An Acre and a Living in the Southland.

THE THING IS DONE.

CAN ONE make a living on an acre of land? Most persons would say no, especially easterners, unaccustomed as they are to intensive farming. Nevertheless a good living can be made from one acre, and it is done in many parts of California.

Six years ago a man and woman asked [illegible] perfection, and around the little house were vines and flowers of every variety.

The acre of perfectly level land was situated at the mouth of a canyon. The soil was a deep loam, approaching adobe, and seemed especially adapted to fruits and vegetables. City water was piped to the place for domestic use, while a well, windmill and tank furnished water for irrigation.

* * *

my place is in alfalfa, so I produce all my own feed.

"In front of my place you see twelve trees, six fig and six olive trees. Last year the fruit from these trees brought me $40, and when they mature they should do far better. From my blackberry and raspberry bushes I realized something over $30, besides canning a sufficient quantity for our own use.

our own vines—and the cream, well, that's a little longer story.

"We first thought of keeping a cow, but found that her feed would be too expensive. Then we heard of goat's milk, and the problem was solved. Our goat doesn't exactly live on tin cans, but the next thing to it, cost considered. When the grass is good we simply stake her up there on the hill.

Opportunities for the Foreigner in the Southwest.

FRUITFUL FIELD.

DURING the next few years many foreigners will wish to come to California. Added to the regular travel West will be the extra numbers impelled to reach the Pacific Coast of America by the opening of the Panama Canal. Our two Expositions, one in San Francisco and one in San Diego, will cause general talk of California's advantages in all foreign countries. Lastly, many earnest men and women will wish to leave a continent devastated by war for a rich land blest with peaceful industry.

In our Atlantic cities many foreigners have settled in great numbers, often without any previous knowledge of the conditions they were likely to face or the opportunities open to them. Naturally some of these have come to grief. For many years the Midwinter Times has been sent out regularly into all parts of the earth to present conditions as they are, opportunities as they arise and to supply specific information about the great Southwest, so that all who come to the Pacific Coast may come with definite plans, based on actual knowledge, and not feel themselves strangers in a strange land.

From the Mediterranean countries we may expect a greatly increased influx through the new waterway. Italian, Spaniards and Greeks will find climatic and soil conditions here similar in many respects to those of their native countries. Only they will discover opportunities unknown in the less free and less favorable conditions of life as it is lived in Europe. For many of the leading horticultural products of the Southwest are now in successful competition for the world's markets with the same fruits grown in Spain and Greece and Italy.

* * *

MUST BE WORKERS.

Right here it may be well to emphasize the statement that those foreigners who expect to make good in Southern California must have been frugal and industrious and competent in their own lands before buying steamer tickets for San Pedro or San Francisco.

Small successes in Europe promise big successes in California, but we cannot make prosperous citizens out of dried bones. For those capable of working out their own salvation there is no limit to the chances for getting ahead. Honest labor counts for more than money in California. Each man must choose the path for which he is best fitted by previous experience and apply that experience to our newer and broader conditions. Among these men there should be many good workers from the Mediterranean countries.

Citrus groves, vineyards, olive orchards, date palms, fig curing yards and raisin packing-houses, all these will be familiar sights to the immigrant from Southern Europe. Those who have been trained among such surroundings in their old homes will find opportunities in their new ones.

Any foreigner with specialized knowledge in the growing or curing of these subtropical fruits will find chances here for applying that knowledge to his own advantage and the prosperity of the State. The olive industry alone is calling for an army of experts to pick out favorable localities, spread the growth of the tree and set up plants for curing the fruit and extracting the oil. In Greece the olive has flourished since the days of Herodotus. Modern Greeks who have expert knowledge in the handling of olives will find here a field for their activities of unlimited extent. Growing and curing figs is another occupation for which Mediterranean folk should be well fitted. Here is an industry just beginning to get its stride in California. Moreover it is destined to spread to world-wide proportions.

* * *

IN THE VINEYARDS.

Grapes, the pruning and care of the vines, the drying and packing of raisins are operations where the skilled labor of Spain and Italy will find congenial employment. The number of Italian names among the big vineyardists and raisin packers and wine makers in the Southwest proves how well fitted the industrious Italian is for this special line of work.

Date growing in Imperial and Coachella valleys is another coming industry to invite the attention of dwellers near the Mediterranean who have given time and labor to this particular product. Those having made a special study of the growing, handling, buying or selling of dates will find their services eagerly accepted in the great, new empire of the Imperial Valley.

The Imperial Valley also suggests cotton. Next to wheat this is the most important soil crop in the world. Not only are we growing in the delta of the Colorado River and on irrigated lands in what was once the Colorado Desert as fine cotton as any raised in Egypt, but we have also in Southern California every necessary adjunct for making the Southwest a great center for manufacturing cotton goods. We have the oil fuel, the shipping facilities and the factory sites.

Lancashire mill owners who buy their cotton in America and ship back the manufactured goods to America—paying freight both ways — may open their eyes to the splendid investment in a factory for manufacturing cotton goods from Imperial grown cotton, if such a factory were established in Los Angeles, San Diego or any near-by city. With the starting of cotton mills in California many Lancashire operatives will find good jobs here at wages impossible in the old country. The manufacture of cotton goods on the Pacific Coast is in the future, but it is a distinct possibility and a good prospect for which intelligent foreigners will keep their eyes open.

* * *

FOR GOOD GARDENERS.

One of the most striking features in California is the vast extent of beautiful homes and ornamental grounds and gardens. From Altadena to Santa Monica you can count them by the thousands. The Southwest is the Mecca of the prosperous and successful in every walk of life. The most casual observer must be struck with the large call for competent gardeners to keep these acres of flowers and lawn and shrubberies in a constant state of perfection. Sixty dollars a month, and up, is willingly paid by the owners of these beautiful grounds for competent gardeners.

Germany and Scotland have for centuries raised trained men to this special service, the caring for parks and flower gardens and ornamental grounds. German and Scotch gardeners with old country training will find splendid opportunities here for practicing their art—for it is an art, and a very high one—in the finest surroundings and under favorable climatic conditions they have never known before. They will obtain results here more easily than in Scotland or Germany. Moreover they will be financially rewarded in proportion to the results they obtain.

In the higher branches of landscape gardening the artists of Europe will find plenty of scope for applying real artistic ideas to California gardens. To the efforts of gardeners in all branches of this work the cities of the Southwest owe much of their wonderful attraction for people from all over the world. California knows this and the beautifying will go on at an accelerated speed, as we grow in population and importance. Competent gardeners, especially those with artistic tastes, will be every year more and more in demand. Foreign specialists have already made good here in designing public parks and grounds for private residences, and this field is one that will grow more extensive as time goes on.

* * *

DEMAND FOR DOMESTIC HELP.

From gardening we turn to the more general field of domestic help in all branches. Indoor domestic help is at a premium; here is one occupation where the demand exceeds the supply. A foolish false pride keeps many men and women from undertaking these important duties. Yet all life is service and domestic life is the highest form of life. Why then should not domestic service be the highest form of service. Good wages, refined surroundings and all home comforts are for those who with zeal, honesty and intelligence are ready to take up this form of work in California. Scandinavia, Great Britain and France could supply many good girls for domestic service in Los Angeles and similar cities.

In London $150 a year is an average wage of efficient house helpers. These same can obtain from $700 to $1000 a year in California, in families where democratic ideals will make their work far pleasanter for them than in the older countries where class distinctions are sharply drawn.

Since so many native-born Americans, from false pride mentioned above, do not care to enter domestic service, the opportunities for foreigners to fill such positions are numerous. Of course first class cooks in Europe can command fairly high wages. But cooks in California—well, they have the world at their feet. Some of the leading cooks in Los Angeles cafes and restaurants own business blocks and close-in real estate calculated, like their culinary successes, to make the mouths water of cafe and restaurant patrons. However, it is hardly necessary to point out this opportunity to an acknowledged French chef.

* * *

THE DAIRY BUSINESS.

Especially appealing to the Swiss and to the Danes is the dairy business. This includes making butter and cheese and condensed milk, as well as the direct supplying of customers in their own homes. Already in many sections here the Swiss have made good in the dairy business, notably in Ventura and Santa Barbara counties. Many of them started out as hired hands, eventually to own their own ranches and cows and plants.

Denmark is the butter center of Europe. Experts from Denmark might easily make California the butter center of the United States. Swiss cheese is largely imported to America; the European war immediately caused a skortage on this continent in high grade cheese. Perhaps some of the Swiss cheese makers who found their market thus suddenly curtailed, will learn a lesson from the war. Among the foothills of our Pacific mountains they can turn out just as high grade cheeses as those made in the valleys of the Alps. At the present time the opportunities open to cheese makers on the Pacific Coast ought to attract here many Swiss dairy owners who have ambition and enterprise and who have suffered through the European war. California-Swiss cheeses will always be sure of a ready market. California Swiss immigration has already supplied us with many good citizens. California and Switzerland is a logical combination. The Swiss farmer can peacefully make and sell his butter and cheese on the Pacific Coast with no danger of ever being hemmed in by hostile warring nations.

From Japan, France and Italy we import annually over $76,000,000 worth of silk goods. Now climatically in the southwest the silk worm can be raised and as good silk produced as in France, Italy or Japan. Some enterprising capitalist from one of these countries must see here a chance for starting a home silk industry for America. This is bound to be profitable if undertaken by those who have had experience to enter this field, as in America we have no silk industry, and experience is the price of success. Yet there is no reason why silk goods equal to any in Southern Europe or the Orient could not be manufactured in our California Southwest. The immense strides made in cotton growing, after the initial experiment, ought to spur some foreigners from the silk districts into taking hold of this new industry in one of our southern counties.

What will be the growth of factories and workshops in the commercial centers of California during the next few years? That is a question to which so many foreign mechanics will be seeking an answer. Our large supply of fuel oil, the water power all through our mountain ranges and the ever-increasing activities of our power companies all prophesy an unusual activity here in the establishment of new factories to supply ourselves with many of the goods we at present buy from other industrial centers. Water power settled the manufacturing eminence of the New England States; oil and coal did the same for Pennsylvania; California has both oil and water power and so is bound to go forward industrially. For skilled engineers and mechanics the demand is certain to increase.

Whether he learnt his trade in Bremen or Pittsburgh the skilled mechanic will have impartial treatment in industrial California. Good miners from Cornwall or the Caspian Sea will also have opportunities in our mining districts, as the exploration of the mineral wealth of the West goes steadily on.

* * *

DEMAND FOR SEAMEN.

In the coming era of a revived American mercantile marine in all ports of the Pacific there will be a large demand for able seamen, deck hands and marine engineers. Master mariners and seamen from all countries willing to become American citizens will be sought for by the many new American shipping concerns between San Francisco and San Diego. Seafaring men who take out their papers and become naturalized will find ready berths in the new Pacific fleet of the American mercantile marine. This will handle all the South American trade as well as the ocean traffic to oriental ports. Naturally it will be a fleet of considerable size and will call for registered able seamen to man the various boats. Foreign-born sailors, desiring the advantages of sailing under the American flag, will find, therefore, many good opportunities for their advancement on the Pacific Coast.

Also the stimulation thus given to the building of new American ships in Pacific shipyards will enable foreign shipwrights to secure good positions at good wages.

It has been said the opening of the Panama Canal will chiefly affect immigration from the countries of Southern Europe. But Russians and Norwegians will also be looking out for new fields opened by the new waterway. The Russian peasant, uneducated, uncouth, denied all chances in his own country, has not generally been considered a welcome addition in the ranks of American citizens. Yet for him too there are opportunities in this great western commonwealth. He is generally honest, industrious and endowed with a marvelous patience. On the frontier, under competent and kindly supervision, in developing new lands and helping to reclaim the desert, the Russian peasant from the steppes of the Caucasus may find a valuable place for active usefulness. His children brought up in a free atmosphere under liberal laws will be assimilated in the American melting pot and advance surely and steadily. When the negro slaves were emancipated they became useful American citizens. The Russian peasants only need emancipation. They are naturally law abiding and not afraid of hardships and struggle. They have all the attributes for conquering the desert.

Then for any foreigner with novel or ingenious ideas opportunities are waiting on every hand in the wonder country of the West. The Englishman who first thought of importing a few ostriches into Southern California was rewarded with a substantial fortune for his original idea. There are still many industries that are flourishing in foreign countries that have not yet been tried out in California. Very few of these but could be successfully promoted in some part of this vast domain. There are still many goods and articles imported into Los Angeles from overseas that could be just as well manufactured in our own State. We have a greater variety of mineral and agricultural products, a larger variety of climate and topographical conditions than any equally sized area on the surface of the globe.

* * *

TRANSPLANTING INDUSTRY.

The foreigner engaged in some local industry peculiar to the city where he lives should ask himself whether this industry might not be profitably transplanted to California. These are problems that he must think out for himself. Only he must know for certain what he intends to do, and how he intends to do it, before he starts to establish himself as a new settler among the hospitable people of the Pacific Coast.

The dilettante, the trifler, the forlorn hope, the jack of all trades and master of none will find opportunities as scant here as his own powers of concentration. This is no longer the land of Spanish indolence, of dolce far niente and the vogue of manana. California today is a land for the earnest, the ambitious, the toiler, the practical thinker and the practical artist, and such are welcome here from every country irrespective of creed, race or language.

One of the prime requisites, however, and one that cannot be over-emphasized, is adaptability. The foreigner must be anxious and able to adapt himself to western standards and to western ideals of life. He must be ready to forget that he is a Teuton or a Slav or a Latin or a Celt and merge all in the one proud title of American-Californian.

For these during the next few years the great Southwest will provide opportunities in abundance in many varied lines of employment. The few examples given here may help some alien to decide how and when and where he can best come to these shores and what are his best chances for making good. But above everything let the foreigner before he starts for California have a definite plan and a definite aim; let him figure up just what he is capable of doing from the results he has achieved in his home country—then having made sure he has started right, let him go ahead with every ounce of energy his heart and soul can put into the enterprise.

HARRY BOWLING.

Trapping Coyotes.

A coyote likes to have a newspaper clipping to read before it puts foot in a trap. This is according to the philosophy of John Harvey of Auld, Riverside county, who has about 200 wolves of that kind to his credit —by traps, shotgun and poison. Harvey's favorite trap is one of the familiar steel-jawed type with a strong spring at each end. He sets it by bringing almost his whole weight on his knees on the springs. The spot chosen is usually on plowed or cultivated ground. The flat pan, or trigger, of the trap is covered skillfully with a piece of newspaper four inches square and all is carefully covered with earth. Even the six-foot chain and drag are concealed. Then over the place spread a lot of chicken or bird feathers and any other available animal or fowl trash such as entrails and pieces of pelt. This proves the undoing of Mr. Coyote when he comes prowling about in the night. The trapping is generally done in the fall or winter after the buzzards have migrated, as the bait is tempting to that kind of "health" birds.

SKINNER & COMPANY.

One of the notable diamond jewelry manufacturing establishments in the West is that of Skinner & Co., 905-906 Title Guarantee building, Los Angeles. The company makes a specialty of high art work and does an exclusively wholesale business, featuring the manufacture of diamond mountings and diamond jewelry; handles fine platinum work, and does expert repairing and jewelry finishing.

The business is conducted under the direct personal management of Z. S. Skinner, whose reputation as an expert diamond jewelry specialist is known throughout the West. He employs only the highest class of expert jewelry operators, and the exclusive designs produced tell an interesting story of the splendid diamond setting and special order work.

CALIFORNIA FIREPROOF DOOR COMPANY.

A pioneer firm in its line is the California Fireproof Door Company at No. 1931 South Los Angeles street. The company's local plant is a three-story brick factory building having 34,000 square feet of floor space. Its equipment is modern throughout.

The products of this factory are of the best materials and workmanship. They consist of underwriters' labeled fire doors and hardware; drawn metal covered and drawn hollow metal moldings in galvanized, calamine, or black iron, copper, bronze, brass and aluminum; metal covered doors and windows; Acme system of copper, brass, bronze and aluminum store fronts; copper and bronze bank and store doors.

The officers of this company are Andrew Beyrle, president; John A. Mottashed, manager, and Charles C. Buffett, Jr., secretary.

LARGE CRUSHED ROCK, SAND AND GRAVEL PLANTS.

The largest production of crushed rock, sand and gravel in Southern California is controlled by the Los Angeles Stone Company and its subsidiary companies. This company operates its main quarry at Brush Canyon, Hollywood, a large sand and gravel plant at Tejunga and another quarry at Acton, from which is produced crushed rock; also two quarries at San Diego, operated by the San Diego Stone Company. These plants have a combined capacity of 5000 tons of material daily and are running full capacity.

The roads in Los Angeles county, as in the East, are famous on account of their endurance, and it is from the Brush Canyon quarry of the Los Angeles Stone Company and from the Acton plant that the greater part of the macadam rock used in this territory is furnished. The offices of the company are at 1316 Baker-Detwiler Building, Los Angeles.

L. A. SHOW CASE AND STORE FIXTURE COMPANY.

Established in this city three years ago by Harry I. Thompson and N. Hermen Cederquist, the Los Angeles Show Case and Store Fixture Company has become one of the larger interests of its class on the Pacific Coast. A splendid trade has been built up and a prestige established that is representative of this notable city.

The company operates a large and modernly equipped manufacturing plant at Nos. 421 to 427 Colyton street, and specializes in the production of fine store, bank and office fixtures, cabinet work, showcases, etc., having built to order fixtures for many of the leading business houses of this city and Southern California.

One of the more notable contracts handled by this company was that of installing the entire fixtures and appointments in the magnificent new establishment of the Pig 'n Whistle, on South Broadway, near Seventh. The interior and decorative effects as executed by the Los Angeles Show Case and Store Fixture Company are the most complete and handsome ever installed in the West. This splendid work is simply evidence of the efficiency and artistic experience of this notable company, all of which was executed under the personal direction of members of the company, the mill and fancy scroll work being made at the plant of the company in this city. It is this class of work that has helped win such splendid recognition and inereasing patronage.

The business of the company is operated under the direct personal supervision of Harry I. Thompson, president and general manager, and H. Cederquist, superintendent, capable and experienced specialists in their lines of endeavor who have a bright future in the show case and fixture trade of the Pacific Coast.

C. GANAHL LUMBER CO., INC.

One of the largest and best equipped concerns of the Southwest, specializing in lumber, lime, cement and all kinds of building materials, wholesale and retail, is the C. Ganahl Lumber Company, Inc., with offices and yards at No. 830 East First street, and distributing yards at No. 222 West Washington street, Central avenue and Fifty-eighth street; Pasadena avenue and Avenue 19, South Alameda and Adams streets, at Inglewood, Redondo, Anaheim and Santa Barbara.

This firm is prepared to furnish contractors, builders and others, anything required in lumber and building materials. Deliveries are prompt, and it is profitable to trade with this house.

Officers of the company are: Christian Ganahl, president; J. G. Ganahl, vice-president; C. C. Ganahl, secretary, and E. F. Ganahl, treasurer.

PACIFIC COAST STEEL COMPANY.

The Pacific Coast Steel Company that manufactures here in California Basic Open Hearth Steel bars for concrete reinforcement has its Southern California headquarters at 1031 Union Oil Building, Los Angeles.

This company has been in operation in the State for several years, producing reinforcing steel bars of that high quality necessary to comply with the technical specifications required by the engineering profession in the construction of heavy and important reinforced concrete structures.

Previous to the time this company started its operations, reinforced concrete construction was very much hampered by inability to obtain quickly and cheaply reinforcing bars of the proper quality. The convenience of its supply, the high quality of its product and its efficient methods in handling and filling contracts have met with a spontaneous demand for the Pacific Coast Steel Company's product from local consumers, ever ready to patronize and give preference to home products. In fact, the company's product has supplanted that heretofore shipped into the city from the East and foreign countries.

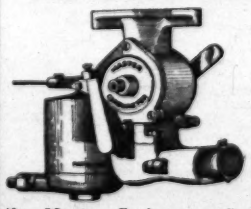
By establishing a plant sufficiently large to take care of all business in its line far into the future, and by manufacturing at home the only one of the materials entering into reinforced concrete construction not previously manufactured in California, this company has not only added to the rapid industrial growth of the State, but has aided in an impetus to this type of construction so much in evidence about our rapidly-growing city.

MACDONALD'S COLLEGE OF HAIRDRESSING AND BEAUTY CULTURE.

This notable institution is owned, managed and directed by Miss Jessie H. MacDonald, who has made a thorough study of the twin arts of hair dressing and beauty culture. She has been a successful operator in these lines, originating superior methods, and is now devoting her full powers and ability to imparting hairdressing and beauty culture knowledge to others desirous of emulating her achievements and becoming artists in this wonderful profession, which insures independence for able and cultivated womanhood.

The MacDonald College is the largest of its kind in the West, located in suites 33 to 44 Mercantile Place, Los Angeles, where a handsomely appointed establishment is maintained. Many of the leading hairdressing and beauty parlors are supplied capable aides in graduates of this college. Students are enrolled at any time. It has been established ten years.

THE MASTER CARBURETOR.



This carburetor is primarily intended to efficiently handle the lower-grade fuels now being marketed. It is manufactured for the Pacific Coast by the Master Carburetor Company, Inc., No. 922 South Los Angeles street, Los Angeles, Cal.

This carburetor differs materially in construction from the usual types. There are only three moving parts: the rotary throttle, the air damper and the float action. In this device, both fuel and air are positively regulated and are mechanically proportioned by the rotary throttle, which uncovers a series of holes in the fuel distributor and takes the place of the regular butterfly throttle, giving unrestricted air and gas passages and not deflecting the gases. The fuel distributor is another distinctive unit of this device, taking the place of the regular jet or nozzle. It extends across the air passage, the fuel issuing forth as the numerous small holes of the distributor are uncovered by the rotary throttle, the fact that the fuel distributor extends across the air passage, insuring the saturation of the air. The distributor also permits the use of heavier fuels, as well as the various grades of gasoline. When the throttle is closed, fuel is admitted through only one hole, this being sufficient for slow speeds or idling. The throttle cannot wear, as it does not touch the chamber in which it rotates, nor can it wear the fuel distributor, as it does not make actual contact with it.

Extending across the air passage and paralleling the fuel distributor is placed the air damper, which is controlled by cable from the steering post. This gives easy starting, normal running and "economic" positions.

Beneath the float chamber is placed a 2½-in. diameter, 80-mesh brass wire trap, while in the float chamber there is a 100-mesh tube screen; the fuel passes through both so that all dirt is removed.

With the carburetor is furnished copper tubing and stoves for attaching to the exhaust to heat the air and better carburetion. Complete, the price ranges from $15 for ¾-in. "Baby," to $60 for 2½-in. Standard.

BILLOWS CAFE AND HOTEL.

Playa del Rey is the most picturesque and one of the best located beach resorts of the Southern California coast. It is located midway between Redondo and Venice, reached by three car lines, and is on the direct lines of the Pacific Electric Railway from Los Angeles.

Visitors find here all the pleasures and entertainments of the larger resorts, and at the same time find that quiet seclusion that is inviting and refreshing.

Fine surf bathing, still-water boating and the best of fishing, dancing and other festivities abound at Playa del Rey. Hundreds of pleasure-seekers visit this resort every day in the year, by electric cars, automobiles and motorcycles, and there is always something doing in the way of amusements.

One of the special features of Playa del Rey is the Billows Cafe and Hotel, conducted under the direct management of R. E. Dowd, a caterer who makes a specialty of serving the public to the best advantage, and who is continually providing interesting music and special features for patrons of his establishment.

Billows Cafe and Hotel occupies a large two-story building, modernly equipped and having all conveniences. It is located on the beautiful Del Rey Lagoon, the enticing still-water resort of the beach centers.

The hotel is well furnished, having electric lights, hot and cold water in all rooms, a big dining-room and dancing floor, and the premises have recently been thoroughly renovated and improved in readiness for the thousands of exposition visitors who will throng the beach resorts. Auto parties find special attractions here.

R. E. Dowd, proprietor of this hotel and cafe, was for years engaged in the catering and cafe trade in San Francisco before coming to Southern California and locating at Playa del Rey. He realizes the future opportunities of this section of the Golden State, and is building for the future. He is a booster who has become imbued with the boost spirit, and under his direction things have taken a new lease of life at Playa del Rey, where sport lovers find many new and novel amusements that add to the popularity of this pioneer resort.

Nineteen-fifteen visitors are cordially invited to Playa del Rey.

YOKOHAMA SPECIE BANK.

One of the noted financial institutions of Los Angeles is the branch of the Yokohama Specie Bank, First and Main streets, doing a general commercial banking, foreign exchange and financial business.

The Los Angeles branch was established February 1, 1913, as a branch of the San Francisco Bank. The institution has resources of $550,000; loans of $200,000; has in deposits to banks and cash, $120,000. The manager is K. Miyakawa.

The principal office is in Yokohama, Japan, established in 1880. There are twenty-seven branch banks in principal cities of Japan and abroad. The subscribed capital of the main bank is $24,000,000, $15,000,000 of which is paid up. The reserve fund is $9,450,000, and dividends of 12 per cent. have been paid for twenty years.

THE LOUVRE CAFE.

One of the more popular cafes of Los Angeles is that conducted by R. W. Schwarz, The Louvre, at No. 308 South Spring street, the most convenient location in the city for business and professional men, visitors and dinner and theater parties.

The Louvre is most inviting and entertaining. The menu provides all the game and delicacies of the season, prepared by adept chefs and splendidly served. The entertainment features include cabaret singers, dancers, musicians and high-class talent, making this a first-class and enjoyable family resort.

R. W. Schwarz, the well-known proprietor, is up to date in every way. He knows what his patrons demand in cafe service and provides the best. He is an active booster who believes in Los Angeles.

BENJ. N. KIM CO.

For the past eight years the name of Benj. N. Kim Company has been prominently identified with the wholesale commission business in Los Angeles and vicinity, the business having been established for the purpose of handling berries, fruits and vegetables on commission. The company also buys, sells and ships all kinds of produce, supplying some of the largest retail houses and many vegetable dealers with their fresh produce.

A large receiving and distributing house is maintained at Nos. 922-924-926 San Julian street, at the City Market of Los Angeles, which is operated under the personal management of Benj. N. Kim, one of the best posted commission merchants in the trade. He is honest, progressive and a booster for the growth and development of his adopted city, Los Angeles.

THE NEW CHINA CAFE.

This establishment was opened in Los Angeles about three years ago at Nos. 508-10 South Main street, and is operated under the direct management of Tom Kwai Sam.

The New China Cafe is handsomely and luxuriously appointed in oriental style and affords patrons every accommodation. The music and cabaret entertainments are pleasing and enjoyable, while the cuisine is all the most fastidious demand. Wines and liquors are served and the management invites those who appreciate oriental effects and dishes enticing to the palate.

Under the capable direction of Tom Kwai Sam, this establishment has become notable. Special attention will be given exposition visitors during the coming year, new and entertaining effects being provided.

THE JAPANESE ASSOCIATION OF SOUTHERN CALIFORNIA.

It is amazing, but nevertheless a fact, that 70 per cent., or about $7,000,000 worth, of the vegetables raised in the whole of Southern California are produced by Japanese vegetable gardeners.

The Japanese have become an important factor in the agricultural and commercial life of the Southwest. Their thrift is remarkable, their patience inexhaustible, and they are natural gardeners, seeming to read the secrets of the very soil and to know instinctively what will do well and what will do better.

The result of this close study of soil conditions, close observation of crop and weather conditions enables the Japanese to control to a great degree the vegetable-raising industry of Southern California.

Recognizing these facts, several of the leading Japanese of Los Angeles foresaw the need for an association or organization for the purpose of moral, financial, social and intellectual uplift.

The result of this was the formation of the Japanese Association of Southern California. Organized, according to its constitution and bylaws, as a social corporation, for the purpose of promoting the interests and welfare, and to protect the rights, maintain the honor and dignity and worth of the Japanese in Southern California, it has become both club and board of trade to the Japanese residents of California. It promotes social intercourse, good order, goodfellowship, and is empowered to acquire, own, hold and maintain real and personal property necessary and incident to it as a corporation, as permitted by law.

The president of the Japanese Association of Southern California is Y. Hirai. The secretary is Shiro Fujioka. The association has pleasant headquarters and an extensive office staff, together with modern office appliances, on the second floor of the building at No. 105 East First street, Los Angeles.

The present membership of the association is well over 1000 persons. Immediately the association was organized, the Japanese residents saw the excellence of the plan and the advantages to be derived from membership in the organization and pledged their support. The results attained by the association have more than met with the expectations of its members, and today it is the clearinghouse, as it were, of the members. They meet at the association, discuss their various social and commercial problems, and have much of their business with relatives or others in Japan transacted through the organization.

While the Japanese Association is organized for social and benevolent purposes, it is in no sense maintained for pecuniary profit. The articles of incorporation call for a life of fifty years for the association, as it is believed that by that time all the purposes of the organization will have been fully accomplished.

With the thousands of Japanese who inhabit the Southwest, particularly Southern California, presenting a great diversity of interests, from art stores to agriculture, law, medicine, all the professions; in fact, the general interchange of ideas and advice is needed, and the Japanese Association brings about this end.

It does a great deal to promote the morals of the Japanese colonies, raise the standard of living and working and thinking and of social intercourse generally.

To the association the Japanese can go and get advice on any matter pertaining to business, to his rights and his responsibilities.

The importance of the Japanese Association will be seen when it is considered that in Los Angeles alone there are 5818 Japanese men, 1425 women and 964 children. In Los Angeles county there are, outside of the city, an additional 1715 men, 990 women and 472 children.

Taking Southern California as a whole, the totals run up to 12,399 men, 3289 women and 1886 children, making a total of more than 17,574 Japanese who are directly or indirectly interested in and affected by the work of this association.

These Japanese have under lease in Southern California thousands of acres of land and in Los Angeles county some 8000 acres. Of this, 2000 acres are cultivated to berries of one sort or another, principally strawberries. Beets take up 4000 acres and cantaloupes another 4000 acres. Fully 2000 acres are devoted to celery production.

The entire production by the Japanese in vegetables amounts to $7,000,000 annually in Southern California, so, then, it will be seen that some organization is necessary wherein these people, strange to the ways and manners of another race and another land, can exchange ideas regarding business.

There is no doubt but that the association is doing much to bring about harmony and understanding between the Japanese and their American neighbors. This is one of the purposes of the association—to have Americans understand Japanese and to have Japanese understand Americans more fully. The officers of the association believe that the closer acquaintance of the Japanese and Americans will result in friendship and the elimination of friction.

The association aims to make clear to the Japanese his responsibilities under American laws and customs; and it aims to protect his rights and see that he gets the just profit of his labors. And doing this, the officials of the association believe they are doing as much for the Japanese in Southern California and as much for their American neighbors as can be done.

An Acre and a Living in the Southland.

THE THING IS DONE.

CAN ONE make a living on an acre of land? Most persons would say no, especially easterners, unaccustomed as they are to intensive farming. Nevertheless a good living can be made from one acre, and it is done in many parts of California.

Six years ago a man and woman asked that question of others. Not getting a satisfactory answer, they concluded to work out the problem for themselves. They solved it in the affirmative, so let them answer it for you.

James Hart was principal of a Kansas grammar school, and Miss Viola Lane was his assistant. They found, after working two years together, that their likes and dislikes, hopes and aspirations, were strangely similar. Each felt sure that life would be intolerable without the other; that this life must not be spent in the schoolroom, but on a little patch of land, amid flowers, fruits, vegetables and chickens, and that this patch of land must be somewhere in sunny California.

* * *

WORKING AS ONE.

Joining hands, hearts and pocketboots, they came directly from Kansas to San Diego, determined, as Hart puts it in his teacher-like way, "to solve that problem of two members and many unknown quantities."

Spending a day with these ex-teachers in their vine-clad, flower-scented shack, living as they do from the labor of their bare hands from their acre, is truly an inspiration. Not only have they solved the living problem, but many other perplexing ones as well. For unconsciously these teacher-farmers have become philosophers, as indeed, all must who live so close to nature and heed her teachings.

Having heard of the Harts through a mutual friend, and a sketch in a newspaper, I decided to walk out to their place and see just what had been done. Hart and his wife were at work in their garden when I arrived—a wonderful garden it seemed to me. There were vegetables of prodigious growth, berries and fruit that seemed to have attained perfection, and around the little house were vines and flowers of every variety.

The acre of perfectly level land was situated at the mouth of a canyon. The soil was a deep loam, approaching adobe, and seemed especially adapted to fruits and vegetables. City water was piped to the place for domestic use, while a well, windmill and tank furnished water for irrigation.

* * *

SURPRISED THEMSELVES.

"Can one make a living on an acre?" Hart repeated the question.

"Well, 'a living' is a pretty broad term. If a living means automobiles, theaters, society and other luxuries, my answer would be most emphatically, no. But if it mean a plenty to eat and wear, health, peace of mind and comfort of body, and incidentally, hard work, then just as decidely, yes.

"You see, it was this way: My wife and I had taught school in the city until we were heartily sick of it. Our lives seemed as narrow and circumscribed as that of a horse chained to a picket. We made up our minds to get back to the land, even if we had to live on oatmeal and vegetables.

"But we have surprised ourselves. We have been here six years, and each year have more than made a living. How did we do it? That's another story.

"First we keep two hundred laying hens. These hens are bred to lay, just as a dairyman's cows are bred to give milk. Each hen is trapped. Her record is on file, and when she ceases to be a paying proposition, off goes her head. Why shouldn't hens be bred up just as well as other animals? You never heard of James Keene crossing a thoroughbred with a cayuse to get a Derby winner, did you?

* * *

WHAT THE HENS DO.

"These two hundred hens produce on an average six dozen eggs a day. The average price of eggs is 35 cents a dozen, giving a daily income of $1.80. About 80 cents of this goes for feed, leaving a daily profit of one dollar. In addition to this, we sold last year $80 worth of poultry, and the feed they consume is counted in this outlay of 80 cents. Remember, though, one-fourth of my place is in alfalfa, so I produce all my green feed.

"In front of my place you see twelve trees, six fig and six olive trees. Last year the fruit from these trees brought me $40, and when they mature they should do far better. From my blackberry and raspberry bushes I realized something over $80, besides canning a sufficient quantity for our own use.

"I have already shown you an annual income of something over $500. I am now going to show you the outlay. But first, you must take dinner with us. When you have partaken of one of our meals, you can better understand the outlay."

Never once had Hart stopped work while talking, and I was compelled to follow him around the garden to keep up with his rapid-fire conversation. But I had been observing as well as listening. Already I had outlined the secret of his success. It was industry, system and perserverance.

* * *

NO WASTE LAND.

There was not a particle of waste ground on the acre. The fig and olive trees he mentioned were really in the street, and did not infringe on his cultivatable acre. Neither did the chicken pens, being built on a waste hill in the rear. A number of fruit trees of almost every variety were set in closest possible area consistent with productiveness. The remaining space, with the exception of a flower garden, was in vegetables, the greater part of which was fed, in some form or other, to the chickens.

"Now for the outlay," resumed Hart, when his wife had seated us at the dinner table. "You see before you an average dinner, and practically everything on this table came from our acre. Mind you, I say 'our' acre, for my wife is a full partner in this business."

The wife nodded, and smiled approvingly.

"That fresh meat is a young Belgian hare. We keep a few for our own use, as they live on alfalfa and garden stuff. Of course, you know where the eggs, peas, tomatoes, lettuce and celery came from. The plum jam is from that little tree that you see through the side window; the strawberries are from our own vines—and the cream, well, that's a little longer story.

"We first thought of keeping a cow, but found that her feed would be too expensive. Then we heard of goat's milk, and the problem was solved. Our goat doesn't exactly live on tin cans, but the next thing to it, cost considered. When the grass is good we simply stake her up there on the hill, otherwise we feed her alfalfa and garden stuff.

* * *

ALL THAT IS LEFT.

"All that is left is sugar, bread, butter, lard, soap and salt. That is everything we buy from the grocery—absolutely. We have long since cut out tea and coffee, not for the sake of economy, but for the sake of health. The total cost of these articles is not over $40 a year. Then there are taxes, insurance, clothing, water bills, fuel, daily paper and incidentals. Figuring conservatively, however, the total outlay need not exceed $250.

"Now," he asked, tilting his chair back from the table, "I have shown you the income and the 'outcome,' is it a living?"

Hart did not give me time to answer, but continued, "Another thing, you spoke of living. Well, we have lived fully and deeply, not existed as does the teacher, teaching all day and fighting intractable children in his dreams by night.

"I find, too, that physical exercise is an excellent mental stimulant. My mind is brighter and saner than ever before, and I take greater delight in my books and studies. I am now specializing on botany, and hope some day to produce new varieties of fruit and vegetables all my own.

"It was a little lonely out here at first, but we soon adapted ourselves to changed conditions, now we love this life. It has not only taught us the kinship of man, but also of every living thing.

"Hello!" he said, jumping up and looking at his watch, "it is time to milk the goat; and I hear the pigs squealing for their alfalfa and sugar beets." "By the way," he called to me, as I took my depature, "I forgot to tell you that I sold $40 worth of hogs last year."

LUCIEN M. LEWIS.

An Earthly Paradise for Artistic Home Builders.

NOWHERE ELSE.

FOR the American home builder Southern California has developed into a real fashion center—as important to him as Paris is to the milliner and dressmaker. This may seem a peculiar distinction, but nevertheless it is one to which the country is eminently entitled. Southern California has evolved or Americanized more styles of home architecture than any other place in the world, and her styles have been borrowed by home builders all over the country—from Maine to Florida, from the Atlantic Coast to the Pacific. And not only have her styles become popular throughout the United States, but they have also had representation in Canada and Mexico and even in Europe.

One of Southern California's chief attractions to the visitor is her extensive variety of charming homes. Her homes and gardens have become famous throughout the world. Her architects, in the first place, have gathered their ideas from nearly every land, and from these borrowed ideas they have evolved creations so far in advance of the prototypes that in many cases they are now virtually Californian. And since the types originally came from so many different countries it naturally follows that Southern California's architecture is of a widely cosmopolitan character—unquestionably more cosmopolitan than that of any other country. The different types have been skillfully and artistically developed by master architects, and all of them constitute cozy and charming homes, seemingly completely harmonized with their new environment.

Motoring through either city or country in this Southland is often likened by the visitor to a trip through fairyland. It is like the unrolling before him of an immense panorama of a strange land—strange and yet reminiscent. By the heterogenous assortment of beautiful homes and gardens he is reminded successively of any number of places, for there are types of architecture here borrowed from nearly every country on the globe. Nestled at the foot of some mountain he may espy an Italian villa, or hanging to the very side of that mountain he finds a Swiss chalet—each seemingly as much at home as in its native land. He will also come upon representations of the architecture of the English, the Dutch, the Japanese, the Moors, and many others. Oh, yes, and he will see, almost everywhere, California's famous bungalows of the most approved designs—founded upon an idea originally borrowed from India, but now quite universally recognized as a product of Southern California. Then, too, there are the homes of Mission architecture to be found and admired, as well as the many charming homes that have been evolved by combining two or more of the borrowed styles.

By far the most popular type of home in Southern California is the bungalow. The reason for this is that it is a home for all classes, irrespective of financial condition. It may be built for any sum from a few hundred dollars up to many thousand, and whatever may be its cost it is invariably a comfortable and charming home. No other style is so susceptible to individuality of design, and therefore every bungalow is more or less a distinctive creation. It is usually characterized by a comparatively flat roof, with wide overhangs at the eaves and gables, and by its general low and rambling appearance. They are of almost every known color, and are usually embowered in a profusion of flowers and vines. It is the ambition of about nine persons out of every ten who come to California to some day possess one of these charming homes.

The Swiss chalet is also extremely popular, and here again we have a style that is wrought into all sorts of attractive designs and that may be built at almost any cost. It likewise possesses a roof of extremely slight pitch, but it is usually two stories in height, whereas the genuine bungalow is but one. Its chief characterizing feature is its small second-floor balconies, of which it frequently possesses several. In appearance it should suggest rusticity, and it seems most at home amid irregular and picturesque surroundings.

The Mission style of home, patterned somewhat after the early Missions of California and from which it derives its name, has become a sort of Southern California classic. It is commonly found represented in the homes of wealth and elegance, of both the city and country, and its dignified appearance is a delightful embellishment to any landscape. Originally one found it portrayed mainly in the romantic haciendas of this Southland, liberally festooned and decorated with flowers and vines, but now it is to be seen everywhere and in any number of stately designs. Its white or cream-colored walls and its red-tile roof give it a striking appearance, and it is a style that may be fitted into almost any landscape scheme, formal or informal.

To the layman the Italian villa may seem to differ but little from the Mission style of home, and in truth it is sometimes quite difficult, in California, to distinguish between the two, because of the modifications through which each has passed. Without going into technical detail, however, one may briefly describe the Italian villa as being of more classic lines, and that the red tile roof is not used at all or is less conspicuous than in Mission architecture.

It has been only in the last few years that the Japanese style of architecture has been manifesting any influence upon the homes of Southern California, and this influence is mainly seen only as a means of modifying the bungalow or chalet. The influence is suggested principally in the roof lines of these styles, the lines taking an upward turn that creates a very attractive effect. In a few cases, however, the builders have worked with greater reverence, and have produced real Japanese houses. In such instances the roof lines not only have a more graceful upward curve, but each story of the house, from two to three, is made to appear as if possessing its own individual roof. Each upper story is of less dimensions than the one below, and the effect is quite the same as if one complete house has been set on the top of another to form each story.

These are some of the most striking styles of Southern California homes, but there is hardly a country but what is represented in our architecture. There are many beautiful specimens of English architecture and several of Dutch. Even these have undergone many modifications in some instances, but usually the builders have followed their prototype with more consistency.

Southern California's gardens are likewise representative of many countries. Patios borrowed from Spain and pergolas from Italy are common features and by way of California they are becoming popular throughout the country. Japanese gardens have also come into considerable vogue, and no place outside of Japan have they been so perfectly copied as here.

Living in the pure fresh air of the great out-of-doors is a delightful privilege practically the year round in Southern California, and therefore gardening here is both a fad and a science. The gardens are designed to be not only an embellishment to the landscape but places to live in and to enjoy in every conceivable way. Everybody has heard of them, and they are representative of all that is claimed for them.

I have termed Southern California the fashion center for home builders. As proof of this one needs but watch the magazines devoted either wholly or in part to home building and gardening. They are the chroniclers of the latest and most approved styles in these fields, circulating everywhere, and there is hardly an issue of any one of them but what contains one or more articles describing some feature of Southern California gardening or home building. Some of the magazines occasionally devote entire issues to us, realizing that their readers have learned to look to this country for the best ideas on these subjects. And, incidentally, our architects are selling their plans practically throughout the world. While Southern California is the home builder's fashion center, however, not all of our styles can be consistently adopted elsewhere; it is only here that they are produced at their best.

CHARLES ALMA BYERS.

Clearing Process.

Gradual extension of the cultivated areas in Southern California, due in part to increasing population, calls for much clearing of brush on fields not hitherto tilled. Where the field contains five acres or more one of the favorite methods is to hitch one or two horses to each end of a piece of railroad iron (rail) about twenty or more feet in length. Dragging this iron crosswise over the ground beats down and breaks the brush so it may be more easily burned. But for smaller patches the old hand method still serves. The grub hoe commonly used has a pick-ax handle with a tempered steel blade about two and one-half inches wide. With a powerful blow the operator strives to sever the brush an inch below ground. This work calls for about as much skill as successful golf playing. To land the blow in such a way as to cut the principal spreading roots crosswise rather than lengthwise and to do so when the roots are concealed requires difficult calculation and exceeding nicety in manipulation. The ground may be cleared much more rapidly if the brush be well dried. Then three or four smaller bushes may be grubbed out and heaped on to a larger one where the touch of a match soon leaves the ground clean, or nearly so.

Stop, Look, Listen.

Nearly 325,000 voters registered in Los Angeles county. The community is growing like Jack's wonderful beanstalk. And this is no fairy story.

SKINNER & COMPANY.

One of the notable diamond jewelry manufacturing establishments in the West is that of Skinner & Co., 905-906 Title Guarantee building, Los Angeles. The company makes a specialty of high art work and does an exclusively wholesale business, featuring the manufacture of diamond mountings and diamond jewelry; handles fine platinum work, and does expert repairing and jewelry polishing.

PACIFIC COAST STEEL COMPANY.

The Pacific Coast Steel Company that manufactures here in California Basic Open Hearth Steel bars for concrete reinforcement has its Southern California headquarters at 1031 Union Oil Building, Los Angeles.

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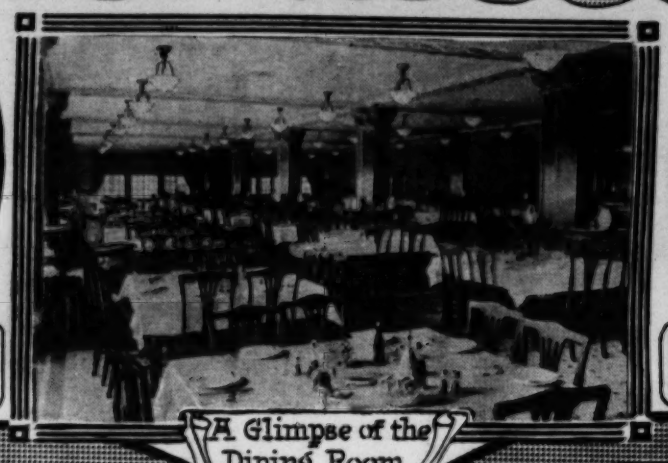
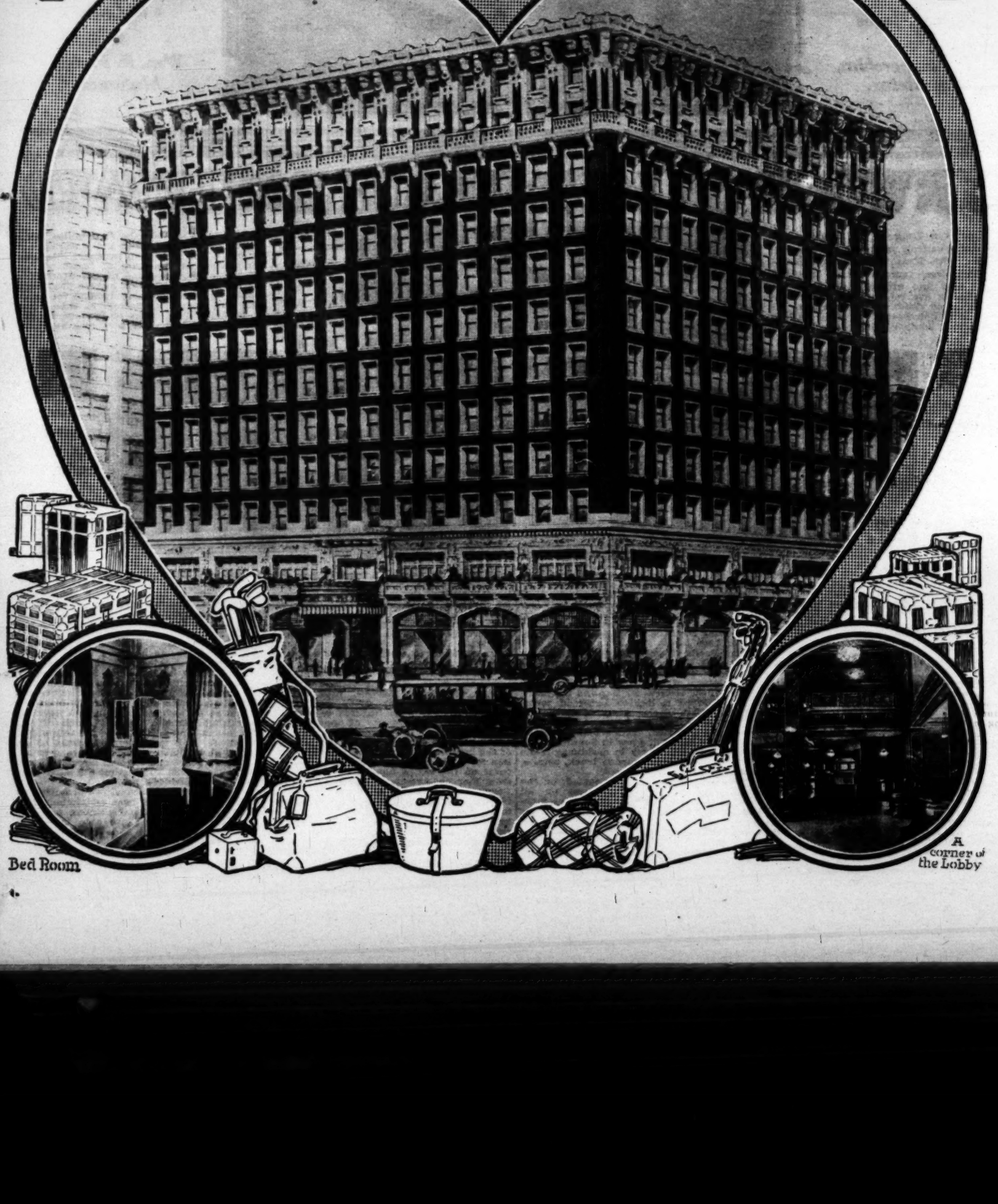
New Million Dollar Hotel Rosslyn

George A. Hart



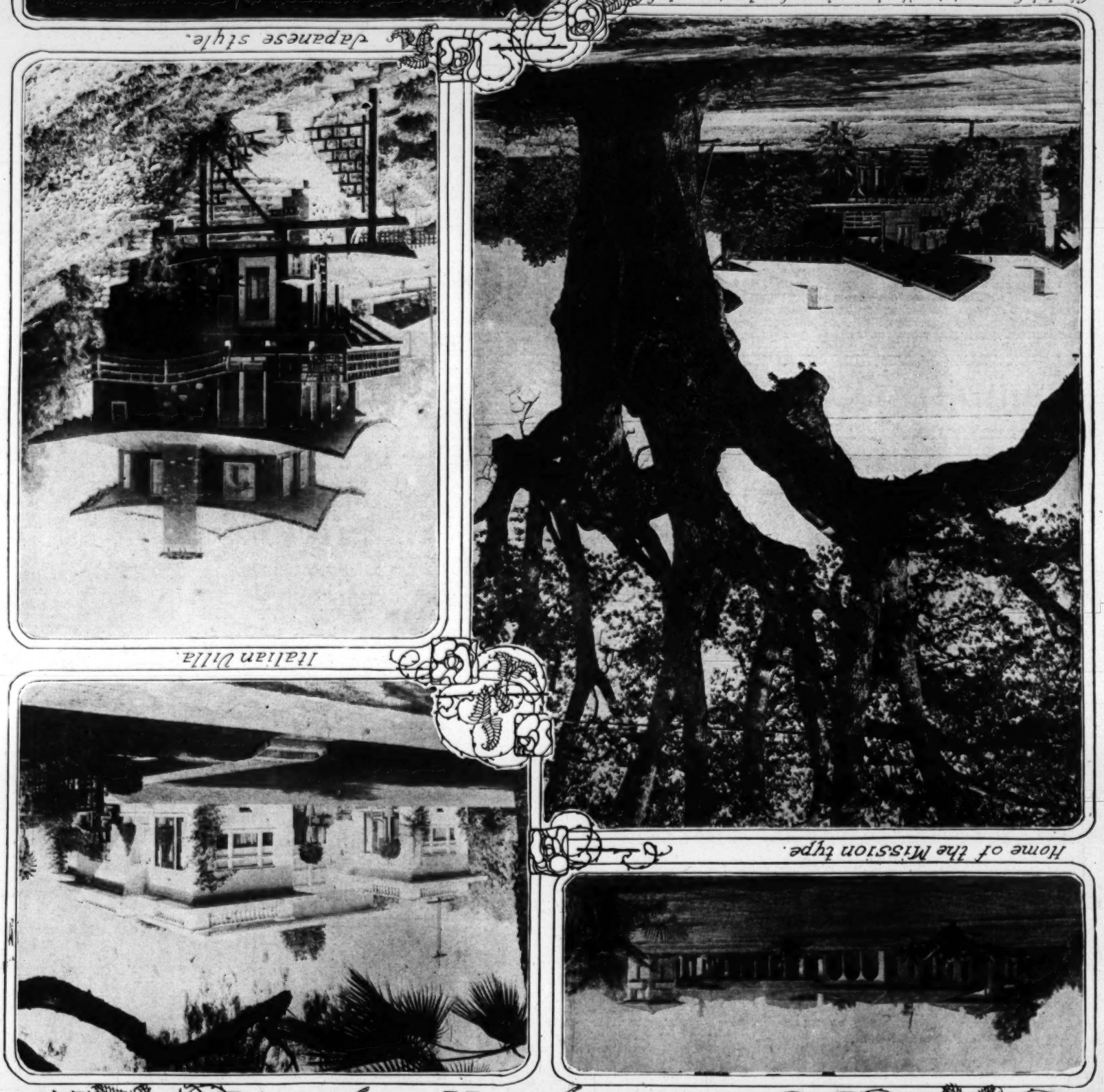
A Glimpse of the Dining Room

Dwight H. Hart



Bed Room

A corner of the Lobby



Wondrous Variety of Southern California Homes.

Home of the Mission type.

Italian villa.

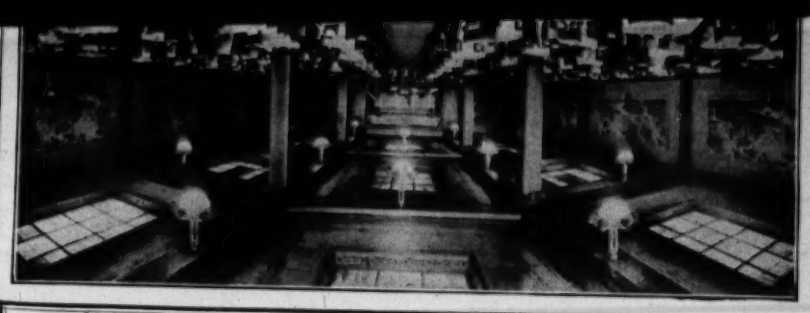
Japanese style.

Chalet framed by the branches of a huge oak.

Moorish architecture

Flower embowered bungalow.

A Foothill Dream Come True.



Al Levy's New Cafe.

GRANT BROTHERS CONSTRUCTION COMPANY.

This notable and representative firm of railroad builders and contractors was established for business about thirty years ago, and from its infancy began taking contracts to build railroads, handling Great construction contracts along progressive and intelligent lines.

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The Wurster Construction Company is well known throughout the Middle West as reinforced-concrete and contracting experts. They have built many elaborate and substantial buildings throughout the Middle West and in San [illegible]

Hotel Lankershim · Los Angeles

Broadway At Seventh St.

300 Richly Furnished Outside Rooms with Private Baths.

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The Hotel of The Shopping Center

Convenient To All Theaters and Public Places

J. B. Lankershim, Proprietor.

Convenient to All Car Lines.

The Family and Commercial Hotel of Comfort and Service.

Rate: European Plan Rooms $1.50 And Up

New and Modern Kitchen New Dining-Room

Meals a la Carte

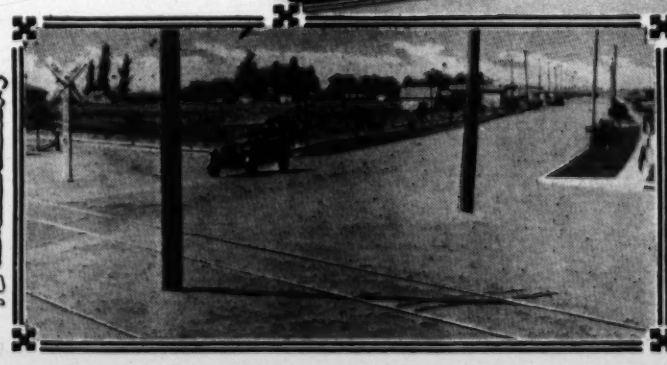
Wm. R. Flood, Manager.

LYNWOOD ON LONG BEACH BOULEVARD

The story of Lynwood, its location, soil, climate, attractions, conveniences and advantages, with ideal transportation facilities, high-class improvements, beautiful home places and attractive business opportunities is one replete with interest to the millions of visitors, globe trotters, investors and homeseekers flocking to our own glorious Southern California.

Office and Townsite

Boulevard and Electric Railway



Lynwood is in Producing Center

Just one year ago Lynwood was a vast dairy ranch, the home of hundreds of head of fine dairy stock, surrounded by great fields of alfalfa, sugar beets and vegetable gardens. Today, January 1, 1913, Lynwood is a thriving community in the heart of the richest section of Southern California, between Los Angeles the metropolis of the Southwest, and Long Beach, the most picturesque and inviting of all the resort centers.

Because of the many attractions presented as a home center and investment opportunity on this valuable and well located tract of land and growing city, where half-acre lots are in active demand by those who appreciate the time, the place and the convenient location of this property, the following reliable information, furnished by Mr. H. T. Coffin, president of the Lynwood Company, who, with Mr. J. F. Balliet, has owned this property for some ten years, will be fully appreciated by the many thousands of people who will read this great exposition and midwinter number of The Times, people who are interested in establishing homes and becoming identified with Los Angeles and Southern California.

Mr. Coffin says, "Lynwood, comprising over 300 acres of land, is located just south of the city of Los Angeles and fronting on the famous 'Great Light Way,' such being the name given to the Long Beach boulevard, where it is proposed to establish electroliers the whole way from the city to the sea. This beautiful automobile driveway and boulevard runs nearly in a straight line from Los Angeles to Long Beach and San Pedro Harbor, and passes through the center of Lynwood for 3500 feet, giving the little city a boulevard frontage of 7000 feet.

"The Pacific Electric Santa Ana car line passes east and west through Lynwood a distance of 4500 feet, giving the city a car line frontage of 9000 feet. At the intersection of the electric car line and the beautiful boulevard is located Lynwood townsite, the heart of our great subdivision.

"The soil of Lynwood is one of its greatest assets. It is a rich, friable loam, adapted to anything that will grow in Southern California, but particularly to deciduous fruits of all kinds—walnuts, garden truck, berries, ornamental trees and flowers.

"The general view is unsurpassed; on the north, the snow-capped Sierras; on all sides, carefully cultivated, prosperous market gardens, denoting by their thrifty crops the wonderful fertility of the soil; on the south, bungalows and well-developed settlement; on the west, bungalows and houses—the advance guard of the city in its irresistible march toward the ocean.

"Lynwood water is supplied by the Lynwood Water Company. The source of supply is magnificent artesian wells. The water is elevated by pumping plants to pressure tanks 70 feet high, and thence distributed through large steel mains and laterals all over the tract and piped to each lot for both domestic and irrigation purposes.

"A magnificent gas system with a high-pressure main runs the whole way through Lynwood. The entire tract is piped. Artificial and natural gas is supplied the same as in Los Angeles.

"Lynwood has a fine system of electric lights and power for all purposes, and has superb electric car service, with twenty-seven cars each way every day. Thus adding other notable features to the advantages of this little city of opportunities.

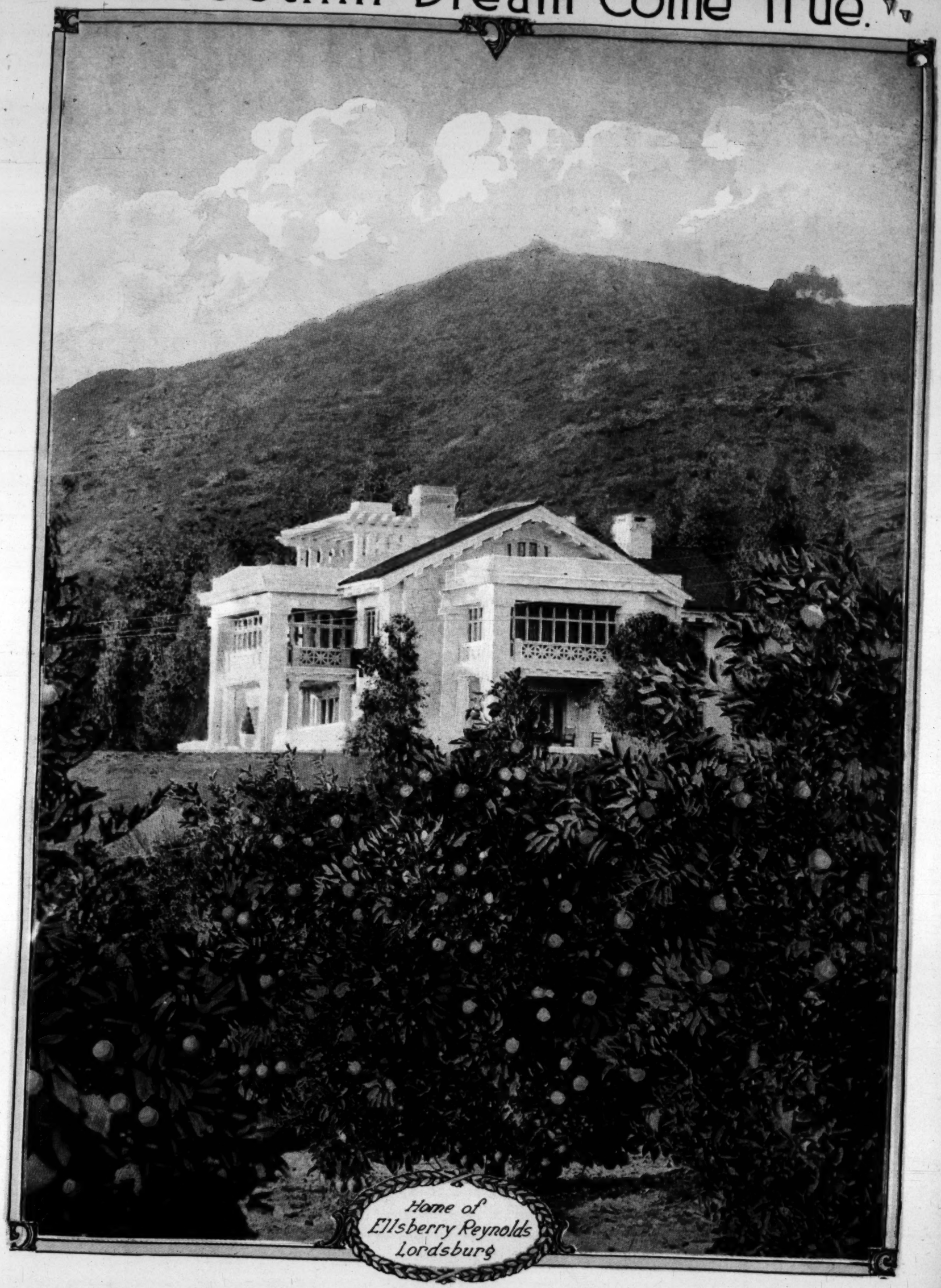
"The townsite of Lynwood is located in the center of our subdivision, at the junction of the boulevard and car line, a logical location for a suburban city, and being the only point on the entire Long Beach boulevard from Florence avenue on the north to Long Beach on the south, a distance of about twenty miles where boulevard and car line meet. Here we have business lots as low as $325; residence lots, 50x150, fronting right on the boulevard, including water, gas, electricity, cement curbs and sidewalks, free trees and palms and improved parkings, as low as $600, and adjoining these lots we have half-acres as low as $525, including free water stock for both domestic and irrigation purposes and including gas and electricity and twenty assorted fruit trees. Lynwood is only 25 minutes from the center of Los Angeles and is susceptible to subdivision into small residence lots, but on account of the growing desire of the people to produce some of the necessities of life, and to own an income-producing home, and the increasing demand for acres and half-acres close enough to enable one to go daily to his duties in the city, we decided to subdivide into acre and half-acre tracts, and the wisdom of this decision is evidenced by the 567 individual sales already made at Lynwood, and, considering that our subdivision map was not recorded until February 11, 1914, gives one a good idea of how the people appreciate our values.

"I believe I am right when I say we have no competition, as I cannot recall another property, so situated, but 25 minutes out, intersected by both car line and boulevard, between the city and the sea, where all eyes are turned for profit, where one may secure a half-acre with such important improvements as we have and adjoining a new and promising townsite, in easy reach of city and beach, and all for $525 on the easiest of terms. This is possible by reason of the fact that we have owned this property for about ten years and we deal direct with our purchasers, thus eliminating the subdivider and the subdivider's profit.

"Purchasers at Lynwood are protected by suitable building and race restrictions, and titles are perfect. As the saying goes, we have the 'goods' and are able to sell to the man who values a dollar at a dollar and a half."

The Lynwood Company has a small, select selling organization under the guidance of Mr. W. A. Heitman as general manager, who conducts automobile excursions twice daily to Lynwood from our offices at 505 Fay Building.

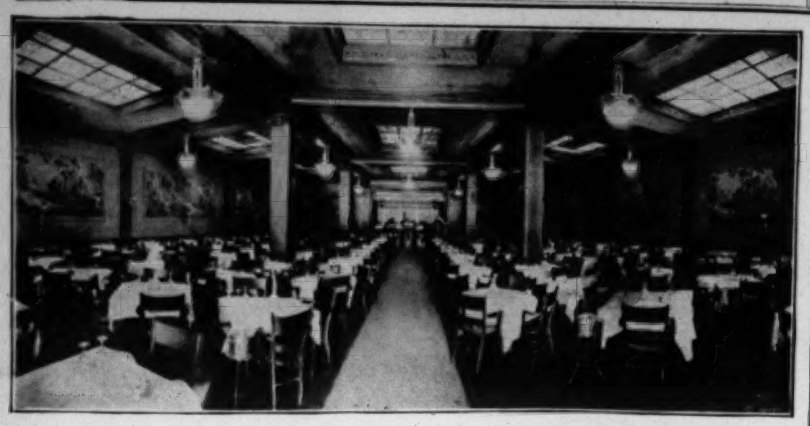
A Foothill Dream Come True.



Home of
Ellsberry Reynolds
Lordsburg

Hotel Lankershim · Los Angeles

Al Levy's New Cafe.



Al Levy, the famous Pacific Coast caterer whose name and fame are so closely interwoven and identified with Los Angeles cafe and public life, has opened a new and handsomely-appointed cafe at No. 743 South Spring street, Los Angeles, to which he takes pleasure in inviting his thousands of friends, globe trotters, travelers, tourists, visitors and men and women of the various professions from all parts of the world who plan to visit California because of the wonderful expositions in San Francisco and San Diego.

Appreciating the fact that Los Angeles will be the Mecca and popular rendezvous for thousands of the visitors from American and European cities and towns, Al Levy has prepared for them accordingly. His new cafe has been elegantly outfitted and appointed, and the former fame and prestige of this world-famous caterer are rapidly being restored while his depleted fortunes are being won back and Al is again assuming his rightful place as the caterer who knows how best to serve fastidious and exacting patrons who delight in epicurean delicacies.

Mr. Levy maintains that time-honored specialty of creating something new, and his dishes, properly served, whether they be of sea foods or other delicacies of land or sky, are the most delicious and appetizing, prepared under the Levy touch and skill so well known to gastronomes who love the choicest of viands and the richest of sparkling wines.

Bankers, capitalists, men and women of affairs, theatrical stars of both sexes, business and professional men and women, lawyers, jurists and pleasure lovers have been wont for years to frequent the establishments of Al Levy, and now that he is again occupying a position of leadership with a magnificent new cafe, conveniently located, his old-time popularity has been regained, and it is the popular thing to dine and wine at Levy's.

A splendid and toneful stringed orchestra, one of the most representative musical organizations on the Pacific Coast, supplies music during the meal hours and in the evenings after the theater for patrons of this establishment. Special programmes of musical delights and popular music add to the pleasure of an affair at Levy's.

The noon luncheon at Levy's has again become an item of importance to many old patrons of the cafe, and many important business transactions are broached and consummated by representative men and interests over the dinner table of this resort, while the participants enjoy the choice viands of Levy's.

Mr. Levy employs only the most celebrated of chefs and assistants, thus providing a cuisine that is most excellent for all occasions and dining or luncheon events, and the attendant service is of the usual Levy standard, first class as regards every detail.

As a booster, man of affairs and believer in public-spirited enterprise, Al Levy occupies a prominent position in Los Angeles, and the popularity and prestige of his cafes are known the world over, and this will make of Levy's New Cafe a great headquarters during the big expositions seasons.

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The great lines of the Southern Pacific Company in Mexico were constructed by Grant Brothers; their work included the famous branch extending from Guaymas to Guadalajara, connecting at Guaymas with the lines from Nogales, bringing Los Angeles in close touch with the richest sections of Mexico.

Grant Brothers built in 1913 the crosscut canal leading from the main government canal ten miles east of Phoenix, east toward Mesa, to the point where the pressure pipe line takes it up. This was built for the Water Users' Association, and was the means of opening up thousands of acres of desert land to cultivation, great engineering feats being overcome in the work.

Many miles of track for the Pacific Electric Railway in Southern California have been constructed by Grant Brothers, and the firm has for years been identified with notable developments and achievements.

Grant Brothers Construction Company was one of the original subscribers to the Los Angeles Chamber of Commerce Industrial Department, and the company has always taken an active part in the industrial development of Los Angeles and Southern California.

The company maintains offices at 620 Security Building, Los Angeles.

WURSTER CONSTRUCTION CO.

One of the larger and notable contracting and engineering organizations closely identified with the construction and erection of the handsome exposition buildings at the San Diego Exposition grounds is the Wurster Construction Company, maintaining offices at 654-655-656 Spreckels Building, where the members plan details and handle important development propositions.

One of the most elaborate and artistic buildings on the exposition grounds built by the Wurster Construction Company is the California State Building, of Spanish, Mission and Italian renaissance effects, constructed of reinforced concrete along permanent lines. The spire of this structure towers high in the air and is the beacon point for miles around. The architects were Cram, Goodhue & Ferguson, prominent in artistic building designs.

Another attractive and interesting building of reinforced concrete built for permanency by this concern is the organ and music pavilion, Balboa Park, built along special lines of construction because of the acoustics. This structure will have one of the finest and most magnificently toned pipe organs in the world, installed in a specially built-in alcove by the exposition management.

The Wurster Construction Company is well known throughout the Middle West as reinforced-concrete and contracting experts. They have built many elaborate and substantial buildings throughout the Middle West and in San Diego, and have already established a splendid reputation for reliability and executive management as regards constructive details and operations.

The Wurster Construction Company is prepared to handle large and small contracts for buildings of modern class anywhere in Southern California, and is maintaining its notable prestige enjoyed for years before coming to California. The members are wide-awake men who have faith in the splendid and substantial future of California and take an active part in present and future developments.

ANOTHER NEW INDUSTRY.

California Marbelite Standards represent the latest step in ornamental illumination for boulevards, parks, driveways and general street lighting. They are made of reinforced concrete by the centrifugal process, which gives them a surface as smooth and hard as marble. Cannot rust. Require no painting. Hundreds already installed. Their adoption means a further outlet for the natural mineral resources of the State. Factory at 33rd and Long Beach avenue, Los Angeles. American Cement Products Co., 517 Union Oil Building, Los Angeles.

These handsome standards are becoming popular in representative southern cities because they are California products, and the people of this part of the West are always ready and willing to support home products of the better and more substantial class.

Illuminated streets are the fashion in the Golden State, because they present inviting and welcome appearances that cause people from all parts of the world to be pleased with California.

THE COLORADO FUEL AND IRON COMPANY

General Offices

BOSTON BUILDING - - DENVER, COLORADO

Manufacturers of

PIG IRON, BLOOMS, BILLETS, STEEL RAILS, SPIKES AND BOLTS, ANGLE AND SPLICE BARS, CAST IRON PIPE AND SPECIALS, ANGLES AND CHANNELS.

Specialize in

BAR IRON, MILD STEEL, TWISTED BARS, PIPE BANDS, WIRE NAILS, CEMENT COATED NAILS, PLAIN AND BARB WIRE, BALE TIES, FIELD FENCE, POULTRY NETTING, AND COKE.

Miners of

ANTHRACITE AND BITUMINOUS COALS FOR DOMESTIC, STEAM AND SMITHING PURPOSES, ETC., ETC.

THE COLORADO FUEL AND IRON COMPANY

Coast Offices

LOS ANGELES
CENTRAL BUILDING

SAN FRANCISCO
BALBOA BUILDING

PORTLAND
SPALDING BUILDING

Scenic Grandeur of Our Incomparable Highways.

BEAUTY AND UTILITY.

A WONDROUS vista of ever-changing scenery has been opened up to the motorist by the magnificent system of paved highways in Southern California, for which the people have paid tens of millions of dollars. Beautifully fertile valleys, rugged mountains and canyons, orange groves, flowering fields, in spite of the fact that its maximum grade is 6 per cent., will pass from one valley to another through as rugged and beautiful wild mountain country as can be found in Southern California. Besides its commercial value in linking a vast producing region with Los Angeles, its natural supply and distributing center, it offers exceptional scenic beauties to motorists.

The trip, starting from Los Angeles, is through Glendale, Tropico, Burbank, Lankershim and the rose bordered Sherman Way into San Fernando Valley where orchard and agricultural development has reached a high stage of development. Then by way of a newly-completed section of the State highway access to the Topanga Canyon road is afforded. This road debouches through a

Palmdale without serious interference topographically.

Of the seventy miles of the proposed road way, about fifty miles is a mountain road with heavy construction, according to the report of Fred D. Bowlus, senior civil engineer in the County Surveyor's office.

The roadway will constitute the most pic-

Achievements of the California Tennis Girl.

THE REAL THING.

ONE who would see the real thing in the way of woman's tennis should follow the tennis tournaments up and down the State of California. Incidentally, there is a tournament somewhere almost every month in the year.

For the last six years the national tennis championship has reposed in the racket case of a California girl. And three times before that have California girls plucked the laurels from the brows of their eastern sisters. Four different California girls have gone after this coveted honor, and captured it.

And only once has a California girl gone after it and failed, and that time the honor fell to another Californian. Twice the world's championship has been brought here by one universally acknowledged to be the greatest woman tennis player the world has ever seen.

For long, tennis of the championship variety was left to eastern women. Westerners played tennis more or less, but they were equally interested in rowing and riding, swimming and golfing, basket ball, motoring, mountain climbing and all other outdoor things. They did all these things for the mere fun of it and did not tamper with championships.

Then the Suttons came to California from Canada, three sisters of them. They brought with them the Englishwoman's natural talent for outdoor sports, her serious interest in a game, and these developed in this land of outdoors a phenomenal and invincible skill. This serious attitude of the Sutton sisters toward tennis was contagious. Other girl players were infected by it, and presently Californians began appearing on the courts at Philadelphia and opened the eyes of the easterners to a style of play unknown to them. These western women played with the dash and aggressiveness of men, and their endurance was past feminine belief. They began gathering up honors that had been passed back and forth from New York to Boston, Boston to Philadelphia, Philadelphia to Newport, until easterners had begun to think the honors belonged there. It remained for the Californians to change that notion.

It began in 1899 when Marion Jones of Santa Monica, daughter of Senator J. P. Jones of Nevada, went to Philadelphia and quietly dropped a hint that the game of tennis was known west of the Susquehanna River. She walked home with the national championship, and then by way of proving that this was no accident she went back in 1902 and did it again.

This western girl did not come away with contempt for the easterners laid out in rows on the Philadelphia courts. She found their game one of admirable form, and she found players with their heads at work, and it took some real play seasoned by western ginger to beat them. And the victory of this first California contestant gave an impetus to the game on the Coast.

• • •

CAN'T KEEP IT.

At best, however, a championship is a short-lived thing. One can't get it and hang it somewhere on the wall and keep it to look at. One who would keep her laurels green must gather a new bunch every year.

Miss Jones gathered twice, and then she allowed them to wither. She became interested in studying Italian art and the Paris boulevards, she spent some seasons in London—in short, the world was so full of a number of things that she let tennis sink for a time into the background of her life. She became Mrs. Robert Farquahar, and once back in California, she renewed her interest in the game and has in recent years appeared occasionally in tournaments, always putting up a heady and brilliant game.

In 1903 Miss Jones did not defend the title and it returned to Miss Elizabeth Moore, who had lost it to the Californian the previous year. This was Miss Moore's third wearing of the title, and she has since worn it once again. She seemed to have no trouble getting it away from her eastern sisters, but whenever a California racket appeared across the net, it sent the laurel wreath toppling forward and the other one got it before she could stoop to pick it up and set it on straight again.

In 1904 May Sutton went after it and got it. Then and there this bright particular tennis star shot into the world's view, and though the world was a little slow in calculating the magnitude of this star, they made it out in time.

Californians were not surprised that May Sutton should win the national championship. It had been done before. And at 13, she had won the Southern California championship, and those who had been watching her for four years between knew that she had a very winning way. But because the eastern editors had never heard the name of May Sutton, and because it seems to disturb them to get out of any particular habit of thought, they passed off her victory with a few lines in spite of the brilliance of it. Tennis players, however, knew that they had seen a phenomenon when they saw this seventeen-year-old girl sweep everything before her.

• • •

THEY WAKE UP.

A year later the eastern editors woke up, for May Sutton went over to England and won the singles in the all comers' tourney, which practically establishes the world's championship. She had a practical walk-over, although she acknowledges that English women are the hardest players she has ever met. English tennis players keep their heads better than the average American. Poise and self-assurance are preeminently English characteristics, and they are excellent equipment for tennis players. English players never get rattled, never change their minds at the last second. They play with their heads and not on impulse. But all these things May Sutton had also, and more.

The next year she went again to England, and was so dead sure that she could do the same thing all over again that she did not do a thing but get the swiftest surprise of her life—a real defeat.

"But," she says with a gay, frank laugh that shows a set of even white teeth, "there are other things in the world besides tennis. I had a jolly good time, better than the year before and better than the year after when I went again. But losing made me brace up and play better tennis. My victories had come too easily to be wholesome, but while winning titles is not the only thing in the world, one does like to win."

By the next year she had braced up enough to go back and win the world's title again, and then she rested on those laurels. It costs a good deal to go about title-hunting, for Californians have no permanent arrangement for sending women to tournaments as they send their men. Occasionally the Southern California association has voluntarily paid May Sutton's expenses because they knew it meant a championship for California, wherever she went. But there is no particular point in going year after year, at one's own expense, for something that can be had for the mere going, and so May Sutton contented herself with going to Canada and giving some of the crack English players a good drubbing there, and going to Mexico and winning the Mexican championship. And, always, up to that time, she had remained the undefeated champion of the western coast.

A couple years ago little Dan Cupid perched himself up on the tennis net and challenged her. Never a bit afraid, she accepted the challenge and now she is Mrs. Tom Bundy, doomed to mixed doubles for life. Bundy is a star in the western tennis world in his own right, and not merely by annexation, and now there is a little chap that will have a chance to prove just how much there is in the theory of heredity.

While May Sutton was away campaigning in England, the field was open to newcomers to gain some of the State and Coast and national championships. And the next Richmond in the field was Hazel Hotchkiss of Berkeley.

• • •

MISS HOTCHKISS.

May Sutton has played tennis ever since she was big enough to hold a racket. Miss Hotchkiss did not take it up till somewhere near high school time. But she had only been playing three months when she went into a tournament of the Bay cities and surprised herself by winning the honors. In 1904, while Miss Sutton was winning at Philadelphia, Miss Hotchkiss slipped in and won the California title, and in 1906 while Miss Sutton was gathering world laurels, Miss Hotchkiss took the Pacific Coast title. Both honors she held for three years, while Miss Sutton was after bigger game.

Then, just to show that the California title was a thing very much worth having, May Sutton stopped just long enough in her championship flight from Mexico City to Niagara-on-the-Lake in Canada—rather significant point on the map at the present time—to take this California title away from Miss Hotchkiss. This was the signal for a battle royal, which, within the next year, provided California tennis lovers with the most spectacular tennis playing ever seen on any courts. It had been shown that neither the East, nor England, nor Canada, nor Mexico could produce a match for the "invincible May," so it remained for California to provide a foeman really worthy of her racket.

At the time Miss Hotchkiss was very busy with her studies at the University of California, thus disapproving the Sutton dictum that championship tennis means the elimination of books and all other interests. No school book had ever been interesting enough to stand a chance with tennis in May Sutton's mind. With her tennis she must have no rival.

Miss Hotchkiss was not too busy, however, to go to the midwinter tournament at Coronado and win the first set ever won by a woman player in the United States. And later in the season she followed up this victory by going to Ojai and actually winning a match from the world's champion.

"I've been playing too much pink tea tennis," said the Invincible One. Which indicates that one can grow flabby on honors as well as on too many soft cushions and too much sweets. It takes a bit of bitters and a jolt now and then to keep up one's mettle. And so Miss Sutton began to prepare herself for the biggest battle she has ever fought in this country. It was arranged between these two for Memorial Day of that year, and the day will go down in the annals of California tennis as "some day."

It was played on the court at Mount Washington, where there were seats for two thousand, and about four thousand tried to get into them. Those who could not get in the gate, shinned up poles, placed boards against the fence and climbed up and stuck their knees in the backs of people on the top row, dragged ladders from back of the hotel and performed acrobatic feats trying to balance on one toe on a rung divided with two other people. They did everything to try to get one eye on a line with that court whereon was played the greatest game ever played by women on the Pacific Coast. There were experts who declared it the greatest game of women's tennis the world has ever seen.

• • •

A REAL GRIZZLY.

Before that game at Ojai, May Sutton had been very much like Grizzly Wahb. She had gone about from court to court leaving her mark high up on the back net—a mark that meant: "My laurels. Keep away!" Only one English woman had ever been able to reach high enough to pull down one of these wreaths.

But here was come a nimble, quick-witted, keen little bear—a real grizzly, for Miss Hotchkiss is a native daughter of California and very glad of it—and once, on her own range, Wahb Sutton's mark was overreached. That pricked her pride as nothing had ever done before and on Mount Washington she fought the battle of her life.

If any partisan among those thousands of spectators drew breath while the game was on, it was not a happy one. Remembering Ojai, Miss Sutton was almost nervous at the beginning, and drove a ball into the net on her first return. That paralyzed both the Suttonites and the Hotchkissites, and nobody's blood ran evenly from that moment.

On one side of the net was a whirlwind. May Sutton has never affected grace. She dances across the back line like a man trying to steal second. She finishes one of her famous drives with face distorted, fist clenched and all four limbs extended like the fans of a Dutch windmill. With her sunburned hair tied back severely, her features tense and the light of battle in her eye, she is a fearsome foe to face.

And facing her was a white butterfly. Miss Hotchkiss does brilliant and classy things with a certain sprightly grace that makes them look easy. She back-hands a ball with a graceful curve of the arm, through which she peeps with a coquettish smile, and goes up in the air to volley as if she rose on wings. But everything she does counts, and none knew better that day than May Sutton, that she needed all her boy's strength, all her accuracy in back court shots, all the power in her marvelous forearm drive and all the other points she has developed to win the two sets that regained for her the honor lost to the white butterfly of Berkeley. And after it was over, and her hand went over the net to her opponent, her brown eyes were dancing and a frank smile broke the grim line of her fighting face, as she said in a voice of good fellowship: "That game was a peach."

After that she played no more pink tea tennis, but kept up her form for another battle with Miss Hotchkiss on the Fourth of July, which proved an easier victory. Meanwhile Miss Hotchkiss had gone to Philadelphia and won the national championship very handily, not only in the singles but in the doubles and mixed doubles.

For three successive years Miss Hotchkiss held the national championship. In one of these years she not only defeated all eastern players, but Miss Florence Sutton as well. Miss Florence Sutton is the one Californian who has gone to Philadelphia and not returned with the championship, but it could not be accounted a matter for shame when the winner was the one American girl who has defeated her all-conquering sister. But the fact is established that it is a waste of time and money for two Californians to attend the eastern tournament.

• • •

THE PLACE FOR TOURNEYS.

Californians better fight out their own battles on their own ground and go one at a time for the national championship. And it should one day dawn upon eastern minds that in all fairness the national championship games ought to played on the Pacific Coast where a greater collection of star players could be brought into the lists than is possible in the East. A goodly number of eastern players would undoubtedly come west and there would be added a long and strong list of western players who hardly think it worth while to make the long trip east to fight out battles that can be fought at home to settle the matter of western supremacy.

After twice defending the national title Miss Hotchkiss stepped aside for Mary Browne of Los Angeles, who had been coming right along in tennis under the tutorship of three brothers, one a player of champion size.

"Mary had to stand up and take what we gave her," says Nat B. Browne, who has too many blue ribbons to talk about here. "She plays a brilliant game and goes at it like a young boy. She doesn't use her head quite as much as she might, but her impulses seem to bring almost as good results."

Like all the other westerners, Mary Browne's game is a boy's game with volleys and smashes and work close to the net, not a ladylike matter of bouncing the ball back and forth until somebody misses it. It is quick, lively, aggressive, and so for three successive years more she has kept the national title in California, winning not only in the singles but in the doubles and mixed doubles, thus creating a new woman's record for winning of the nine events in three successive years.

Miss Browne has never devoted all her time to tennis by any means. At High School she was an excellent student, and since that time she has been giving time to careful preparation for social settlement work, going in for nursing, physical training from the theoretic side, and civic and social economy. Tennis has become a side issue, but even so she has not lost her prowess.

In her first eastern tournament she had the same handicap as the other western girls, who have gone from hard courts to the grass courts of the East. Added to this there was rain on the day of the tournament until within an hour of the time for the games to be called. Eastern players were enthusiastic over "little Mary's" victory in the three events in one afternoon on wet grass courts when she had never even seen a grass court until a few days before.

During the past season the fame of the California tennis girl has spread still farther over the face of the earth. Miss Elizabeth Ryan, commonly known on her home courts as "Bunny" Ryan, has gone through Europe, playing in one tournament after another, in France, in England, Wales, Russia, sweeping up an extraordinary number of laurels.

She failed to repeat May Sutton's performance of winning the all comers' singles, though she played remarkable games up to the semi-finals, and she won world honors in the doubles on grass courts, as she had previously done in Paris on hard courts and the mixed doubles for hard courts as well.

• • •

AND NOT ALL.

This does not, by any means, exhaust the list of California tennis girls of champion size. The three Sutton sisters, Mrs. Bundy, Mrs. Bruce and Miss Florence, have kept the western titles pretty well cornered and made it difficult for others to win local laurels; yet it will be seen that Hazel Hotchkiss, Mary Browne and Mrs. Farquhar are not without honors save in their own country, and from time to time other players have risen to championship form, any one of whom might attack the eastern camp without fear. There are Alice Scott and Golda Myer and Josephine Struve and Florence Allen and a number of others, with a new crop always coming on imbued with the spirit of keeping up the pace already set for them.

It must, therefore, be obvious that the real right thing in the way of tennis is to be seen at the midsummer, midwinter, midspring and midautumn tournaments in California. Q.E.D.

BERTHA H. SMITH.

The Difference.

Oh, you storm-tossed eastern folk, who just about this time are tramping through the snow and slush and are compelled to pour hot water in the old-fashioned pump to make it work—come to California and boost with the country. Life is too short to wear it away in the East.

Advertisements—Business Announcements, Enterprises, Real Estate. Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

CLARA BARTON HOSPITAL.

One of the leading and more representative hospitals of Southern California is the Clara Barton Hospital, located conveniently at No. 447 South Olive street, conducted under the practical management and direction of Dr. H. P. Barton, a nephew of Clara Barton, founder of the National Red Cross Society, whose name is notable throughout the civilized world.

Clara Barton Hospital was incepted some ten years ago, and under the direction of Dr. Barton and a staff of able and representative physicians and surgeons, the institution has become recognized as one of the most efficient and ably conducted establishments devoted to hospital work in the entire West.

Officers and directors of the hospital are Dr. Herbert P. Barton, president and general manager; Dr. R. F. Hastreiter, vice-president; Dr. C. A. Smalley, secretary; Dr. E. E. Sherrard and Dr. A. C. Thorpe, directors. These able representatives of the medical profession of Los Angeles give much of their personal time and attention to the patients and interests of this institution.

All representative physicians of this city and California have access to the Clara Barton Hospital, patients selecting their own practitioners or being attended by their own family physicians when desired.

A large and competent staff of trained nurses and assistants are in constant attendance, thus insuring every accommodation and efficient service for patients. The nurses are brilliant, capable and interesting women who have adopted the profession because of its attractions and responsibilities. They are selected after special courses of service and competency.

From a modest beginning ten years ago, Clara Barton Hospital has become one of the noted institutions of its kind.

The present building, erected some years ago, contains accommodations for 100 patients and every advantage of modern equipment, appliance and medical instruments is provided in the various operating-rooms and special wards and departments.

The building was especially designed for sanitary, ventilation and healthful effects, and it is today one of the leading establishments in regards to appointments and service to be found in the West.

New additions have been provided from time to time, until the institution is now about as complete as possible for money to make it.

One of the special features is the providing of sunrooms, where patients may enjoy sun baths and the rest and recuperative powers thus afforded, sunshine being known as one of the most productive and strengthening cures of nature, and most valuable as an assistant to the learned medical profession.

Physicians operating in Los Angeles, as well as in towns and cities of the Southland, find the location, almost in the heart of the business section, very advantageous during their busy hours of practice, and they are enabled to render prompt and efficient service in special cases.

Strangers visiting California and in need of hospital attention and medical services will find every convenience at the Clara Barton Hospital, No. 447 South Olive street, Los Angeles.

FULLERTON OIL COMPANY.

The continued success and steady expansion of the Fullerton Oil Company, owning extensive properties in the great Fullerton oil district, indicates what can be accomplished under progressive management.

This company has some twenty producing wells, and several more in process of drilling; owns 425 acres in the heart of the famed Fullerton territory, and has developed refining oil from 22 to 32 degrees gravity, the product being delivered by pipe lines to the Standard Oil Company.

The Fullerton Oil Company was incepted and organized in March, 1910. The officers are: John J. Fay, Jr., president; W. F. Ball, vice-president; W. L. Valentine, secretary; Merchants' National Bank, treasurer; W. H. Holliday, W. A. Barker, H. M. Marple and Allen Craig, directors.

The capital stock of the organization is $600,000, all of which has been issued. The company has paid more than $1,500,000 in dividends since its inception, and is looked upon as one of the strong oil operating concerns of the great Fullerton field, noted for its representative companies and wonderful productions.

It is such organizations as the Fullerton Oil Company that aid in making industrial and development history in the oil life of California. It is ably directed, splendidly operated, and is doing much for the oil industry.

THE COMPANY OF PUBLIC STENOGRAPHERS.

An interesting and representative organization that is meeting with splendid recognition among the business interests of Los Angeles is The Company of Public Stenographers, with large and commodious offices, occupying three large rooms, in suite 328, Herman W. Hellman Building.

The company, operated under the personal management and direction of Miss N. M. Richardson, president, specializes in expert stenography in all its branches. Experts are provided business men, dictations are taken in offices and letters written. Multigraph work and copying is a special feature. Shorthand and court reporters are provided for special cases, and the work is based on high-class efficiency. Shorthand and typewriting is taught students and positions are provided for competent persons. This is one of the largest and most representative organizations of its kind in Los Angeles, and its manager and staff of assistants are kept busy at all seasons.

CUDAHY PACKING COMPANY.

One of the most important of the great industrial institutions of Los Angeles and Southern California is that of the Cudahy Packing Company of this city, an extensive branch of the notable Cudahy packing-house interests, with branches in many principal cities of the country.

The Los Angeles Cudahy Plant is located on Macy street and the Santa Fe Railroad, where the company operates one of the most extensive establishments on the Coast, the capacity having been enlarged from year to year to keep abreast with the growth and expansion of the picturesque Southwest, until today, this plant is thoroughly up to date and representative in all its departments.

The Los Angeles plant covers a territory of about twelve acres of ground, has numerous department buildings, ice and refrigerating plants, cold storage, killing, shipping and other departments necessary to the efficient handling of the steadily-growing trade.

The year 1915, because of the great expositions of California, in San Diego and San Francisco, and the numerous conventions to be held in Los Angeles, which will attract thousands of visitors and sightseers from various parts of the world, will naturally cause an increased demand for provisions and packing-house products, and the local management of the big Cudahy plant in Los Angeles has taken advantage of the situation and is prepared to increase its capacity nearly double the usual production. This means that 200,000 hogs, 100,000 head of cattle, thousands of calves and 250,000 head of sheep and lambs must be slaughtered at this plant during the year to supply the increased demands expected. The production of by-products will also be increased so as to be ready to meet all emergencies, and quantities of cured meats and specialties will be received from the big eastern packing plants, thus enabling the Los Angeles plant to supply all demands promptly and efficiently, according to the usual Cudahy standard.

The Cudahy establishment in Los Angeles furnishes steady and permanent employment to some 600 energetic men in its eight well-organized departments, and the trade of the entire Southwest is supplied from this branch. Retailers and distributors find it advantageous to deal with the Cudahy Packing Company.

CORDOVA BATHS AND TOILET PARLORS.

Under the ownership and management of Mrs. Helen Barclay, the Cordova Electric Baths and Toilet Parlors, No. 806 South Figueroa street, have become noted and exclusively patronized by ladies of this city and many visitors to Los Angeles. The baths are open day and night, and a specialty is made of the Marinello system of manicuring, shampooing, hot oil treatments, electrolysis, facial massage and scalp treatment, electric baths and toilet specialties. Capable and efficient attendants add to the prestige and popularity of the establishment.

Mrs. Barclay has recently established the Stowell Beauty Shoppe on the mezzanine floor of the Stowell Hotel on Spring street, which has become a popular rendezvous for guests of the hotel and residents of this city.

CITIZENS DETECTIVE AGENCY.

This organization makes a specialty of general criminal investigations; consultations are strictly confidential and results are predominating features.

The Citizens' Detective Agency was organized March 1, 1909, passing under the control of Hubert M. Kittle in August, 1914, when he moved the agency to 827 Story Building, where three beautiful offices are occupied.

Associated with Mr. Kittle is his brother, J. R. Kittle, secretary-treasurer, and B. Workman, on the Los Angeles police force two years, is superintendent, both capable and efficient officers, thoroughly in touch with the service.

President Hubert M. Kittle is an able officer. He was a member of the Los Angeles police force for about four years, and was one year with the Nick Harris Detective Agency. He now heads this important agency and has correspondents in all parts of the world.

W. A. PLUMMER MANUFACTURING COMPANY.

One of the large manufacturing concerns of the Pacific Coast is that of W. A. Plummer Manufacturing Company of San Francisco, with branch offices in Los Angeles, under the direction of H. R. Hamlin, who covers all of the southwestern territory.

The company specializes in cotton and burlap bags, burlap and twine and water bags, featuring the perfected sanitary "Desert Brand" water bags, the only thoroughly practical open-top water bag made, providing a cold drink on a hot day to those owning such a bag. This bag was designed to meet the general demand for something better in this useful utility, aside from the fundamental principle of a mere portable container that provides cold water in hot weather. Thousands of these bags are in active use, and it is estimated that 70 per cent. of all water bags sold in the United States are of the "Desert" brand.

MISSION CAFE.

After twelve years of successful cafe business in Los Angeles, Giuras & Matulich have won prestige and recognition on South Spring street with their handsomely-appointed Mission Cafe, located at No. 527, almost adjoining the Hotel Alexandria.

Under their direction, the Mission Cafe is known as the "Finest and Best Place to Eat in the City."

With a fine chef, a splendid daily menu and cabaret entertainment, the cuisine soon is inviting and interesting. This addition adds to the fame of Los Angeles as a city of fine restaurants, and the management of Giuras & Matulich is all that could be desired.

Exposition visitors and residents of California are cordially welcomed at this cafe.

FISCHER COSTUMING CO.

Established only two years ago, Fischer Costuming Company has built up in Los Angeles the largest and most representative trade in costumes, designing and furnishings to the theatrical profession on the Pacific Coast.

Costumes are made to order and rented for the profession, masquerades and film work. Entire organizations are supplied promptly with everything needed.

The company, which is owned and operated under the personal direction of Warren Crow and Walter Israel, occupies extensive show and display rooms at Nos. 345-347 South Spring street, in the Brauer Building, where visitors are extended every courtesy and wants of patrons courteously and quickly supplied. Both men are active believers in the future of Los Angeles as the metropolis of the Southwest.

HARRY BURT.

An important business enterprise adding to the convenience of visitors and residents of Los Angeles is the splendidly-equipped automobile livery of Harry Burt, with stands at Jim Jeffries Cafe, No. 326 South Spring street, and at Barney Oldfield's Cafe, No. 534 South Spring street.

Mr. Burt operates five Packard cars, employs strictly reliable chauffeurs, and provides a day and night service, with cars at $3 an hour.

Automobiles are promptly furnished at any time, to go anywhere or any place, and the service is strictly first class. Visitors to Los Angeles wishing cars for pleasure trips, sightseeing or business purposes will find their wants promptly and courteously supplied by Harry Burt.

SOUTHERN CALIFORNIA BOX CO.

One of the largest and most important manufacturing organizations in Los Angeles is the Southern California Box Company, with a large plant at No. 1335 East Sixth street. The company makes a specialty of manufacturing wooden boxes, crates, grocers' drums, trunks, wooden specialties and patents. Nearly 100 men are given employment in factory and yards. The plant is modernly equipped and covers three acres.

The Southern California Box Company has been a factor in the industrial life of the Southwest for fourteen years. The officers are: W. S. Boerstler, president and manager; D. G. Peck, vice-president, and G. W. Russell, secretary and treasurer.

A FAVORITE ROUTE BETWEEN LOS ANGELES AND THE EAST.

On May 1 next the Salt Lake Route (San Pedro, Los Angeles & Salt Lake Railroad) will celebrate the tenth anniversary of the opening of its line for through service between Los Angeles and Salt Lake City.

Nine years ago the Los Angeles Limited was placed in operation as a through fast train between Los Angeles and Chicago over the Salt Lake Route, Union Pacific and Chicago and Northwestern Railways. This splendid train is one of the most popular transcontinental trains operating between Southern California and the East.

A schedule of 68½ hours is maintained, leaving Los Angeles daily at 1 o'clock p.m. and arriving at Chicago the third day at 11:30 o'clock a.m. West-bound service is equally good, leaving Chicago daily at 10 o'clock p.m. and arriving at Los Angeles 4:30 o'clock p.m. the third day.

In addition to the other equipment, through sleeping cars are run between Pasadena and Chicago and between Los Angeles and Denver. All equipment in this train is of the best Pullman manufacture, comprising drawing-room and tourist sleepers, observation club cars and dining cars.

The Pacific Limited is another through train between Los Angeles and Chicago via the Salt Lake Route, Union Pacific and Chicago, Milwaukee and St. Paul railroads. With similar equipment to the Los Angeles Limited, this train makes the run in a trifle more than 70 hours, leaving Los Angeles at 9 o'clock a.m. daily and arriving at Chicago the third day at 9:15 o'clock a.m.

West-bound leaves Chicago at 10:45 o'clock a.m. and arrives at Los Angeles the third day at 10:30 o'clock a.m., with connections from Denver, Kansas City, etc.

Dining car service in both trains is of the highest class.

The scenic features of the Salt Lake Route are varied, the great orange district of California, the desert and canyons of Nevada, with their myriad-hued rocky walls, the farms and stock ranches of Southwestern Utah forming a panorama pleasing to the eye of the traveler.

As Los Angeles is the gateway through Southern California to and from the great 1915 expositions at San Francisco and San Diego, the Salt Lake Route, with its superb train service, will be well prepared to handle its proportion of the thousands of expected visitors to the Pacific Coast during Exposition year.

For full particulars of train service, excursion fares and other desired information the reader is referred to any railroad ticket agent or tourist agency. Inquiries addressed to T. C. Peck, General Passenger Agent, Salt Lake Route, Los Angeles, California, will be given prompt attention.

Mendel Meyer *Philip W. Holler*

Milwaukee Building Co.

ARCHITECTURAL DESIGNERS
ARCHITECTURAL ENGINEERS
CONTRACTORS

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Wright & Callender Building
Fourth and Hill Streets
Los Angeles

Home 10751 *Main 3775*

Scenic Grandeur of Our Incomparable Highways.

BEAUTY AND UTILITY.

A WONDROUS vista of ever-changing scenery has been opened up to the motorist by the magnificent system of paved highways in Southern California, for which the people have paid tens of millions of dollars. Beautifully fertile valleys, rugged mountains and canyons, orange groves, flower decorated residences, large and small, and the smiling Pacific are easily accessible by many routes over thoroughfares almost as level as a floor.

Beginning many decades after Massachusetts and other States had started on their programme of scientific highway building the people of the Southland have accorded good roads an important position and its network of paved roads is now unsurpassed anywhere in the United States.

Los Angeles county, in the number of miles of paved ways and the amount of money invested, leads all the counties of the country and its programme for 1915 provides for notable additions in both scenic drives and wide, heavily paved roads demanded by increasing traffic.

* * *

LOS ANGELES LEADS.

Los Angeles county, as a county, has about 450 miles of paved highways, that cost on an average $10,000 a mile. The State, which recently appropriated $18,000,000 for a highway system, has constructed seventy-five miles in this county and its programme calls for the construction of as much more this year and next.

The municipalities have supplemented the county work with paved roads that branch out in every direction to their suburbs. Los Angeles city has an excellent system of roads, not only in its business districts but over all its broad residential tracts. Pasadena's Orange Grove avenue is world famous. The beach cities have smooth highways connecting them with each other and with Los Angeles and several more outlets to the sea are contemplated.

Through the agricultural regions the excellence of the road systems is just as marked. Sherman Way in San Fernando Valley, built without the aid of the county, cost, with its lighting and decorative features $600,000. Brilliantly lighted, rose bordered for sixteen miles and for most of the distance 150 feet wide it ranks as one of the world's greatest stretches of highway.

The State is building two great trunk lines from north to south, one to follow the coast closely and the other to traverse the central part of the State. These trunk lines will be supplemented by laterals built by the State and by numerous county roads already built or contemplated. The coast road passes through Los Angeles and when completed will connect this city with San Diego and other populous cities to the south.

* * *

STATE TRUNK LINE.

Work has been begun and substantial progress made on the first link of the State trunk line connecting Los Angeles with the great San Joaquin Valley. This road goes in an almost direct line, straight through the heart of rugged mountain ranges between Los Angeles and Bakersfield. Traversing the ridge and passing through Tejon Pass this road, in spite of the fact that its maximum grade is 6 per cent., will pass from one valley to another through as rugged and beautifully wild mountain country as can be found in Southern California. Besides its commercial value in linking a vast producing region with Los Angeles, its natural supply and distributing center, it offers exceptional scenic beauties to motorists.

The standard of Los Angeles county roads is a twenty-two-foot roadbed with a four-foot shoulder on each side. The construction averages to cost $10,000 a mile. Besides the road building undertaken solely by the county many miles of excellent paved roads have been built with the co-operation of interested property owners and the county. The plan which has been in successful operation for several years is that the county furnishes the materials and the abutting landowners furnish or pay for the labor.

One of the newest of Los Angeles county's road projects is the direct result of harbor improvement and development which has increased the maritime traffic hundreds of per cent. Los Angeles Harbor is about twenty miles from the city's business district. Steam and electric railroads and heavy motor trucks are moving a rapidly increasing quantity of freight and the need for more motor trucks is urgent. It is proposed to construct a gradeless road from the city proper to the harbor of such construction that it will stand the strain of heavy loads. The road will be of expensive construction and will probably be built this year.

* * *

WITHIN CITY LIMITS.

Of the many scenic roads in Southern California, one of the most remarkable lies almost wholly within the limits of the city of Los Angeles. It was built, under the direction of the city Park Commission, around and to the summit of Mt. Hollywood. Leaving a busy city district the road plunges directly into a beautiful canyon lined with oak trees and continues by easy stages to the side of the mountain.

It winds through rugged surroundings for the entire distance, bordered for the most part with holly and wild sumach. One of the strongest impressions to the motorist is the feeling of comfort and safety even though the natural grade is steep and the mountain side falls away abruptly from the roadside. The road is nearly thirty feet wide at all points and at the turns is fifty feet wide. On the outside a heavy protecting shoulder has been constructed.

At the summit, only a half-hour's ride from the city, one may see on the one hand the broad fertile San Fernando Valley. All the valley from Glendale to Chatsworth Park is clearly visible as well as the cascades and the mouth of the Los Angeles aqueduct to the north. On the other side the city of Los Angeles is visible in detail spread out like a map. Beyond is the Pacific Ocean, the Malibu mountain range, Catalina Island and the ocean beyond that.

With the completion this year of a new highway through Topanga Canyon a new round trip route for motorists of exceptional beauty will be opened. This road is about sixteen miles long and connects San Fernando Valley with the coast highway at a point north of Santa Monica. It runs through beautiful valleys and magnificently beautiful mountain scenery.

The trip, starting from Los Angeles, is through Glendale, Tropico, Burbank, Lankershim and the rose bordered Sherman Way into San Fernando Valley where orchard and agricultural development has reached a high stage of development. Then by way of a newly-completed section of the State highway access to the Topanga Canyon road is afforded. This road debouches through the Malibu range to the Pacific Ocean at the north beach of Crescent Bay. The return to Los Angeles from the beach can be made over half a dozen attractive routes.

* * *

IN RUGGED MOUNTAINS.

Seventy miles of scenery so varied and so picturesque that no drive in Southern California will surpass it in attractiveness are to be opened by the proposed highway from Azusa to Palmdale, through Big Rock and San Gabriel Canyons, for which surveys have been ordered.

The projected road, when completed, will compose a notable unit of Southern California's scenic highways. Rugged and beautiful territory abounds throughout its length, with pleasant vistas of dropped valleys and the chattering pathways of small streams.

The first section of the road will follow the San Gabriel River for twelve miles from Azusa to the mouth of the Susanna Canyon, where a low grade prevails. The east and south banks of the river are considered the most feasible for the entire distance. North of Azusa, the road has been graded for six miles and much of this stretch can be utilized. About two miles north of Azusa is a point where a high grade now exists. To make the road more inviting to motorists, this grade can be lowered to less than half its present standard.

Crossing the San Gabriel River at the mouth of the Susanna Canyon on a 300-foot bridge, the road leaves the bottom of the canyon, enters Graveyard Canyon, passes over a low ridge into Roberts Canyon, where it reaches an elevation of 2850 feet It will be passed at a maximum grade of 6 per cent. for four miles, the road gradually relaxing into a moderate slope to lower levels.

Passing through the saddle east of Roberts Canyon, the road will follow along the west slope of the main San Gabriel Canyon, and through Laurel Gulch. The road then rises to the 3300-foot contour to Iron Fork, a distance of five miles. Because of the knife-edged ridges that prevail, the most difficult of the construction work is here. A bridge of about 100-foot span crossing the Iron Fork at narrows 1000 feet above its mouth will save a long and expensive detour through the canyon.

North of the junction of Fish Fork with the San Gabriel River, the road continues along the east side of the river for several miles to the crossing of Prairie Fork near the junction of Vincent Gulch. Here a bridge will be constructed, and the road will follow the east and north slopes of Vincent Gulch to the summit northeast of North Baldy Peak.

At an elevation of 6600 feet, passing the divide from San Gabriel Canyon to the Big Rock country, the north side will be followed, to the Big Rock Creek, and then to the junction with Pallett Creek. From there, the road will continue for eighteen miles to Palmdale without serious interference topographically.

Of the seventy miles of the proposed roadway, about fifty miles is a mountain road with heavy construction, according to the report of Fred D. Bowlus, senior civil engineer in the County Surveyor's office.

The roadway will constitute the most pretentious transformation highway in Southern California, opening to the tourist the San Gabriel and Big Rock Canyons with their treasury of attractions to the traveler.

* * *

ARTISTIC CONSTRUCTION.

Another road through the mountains west of Los Angeles is proposed through Benedict Canyon. This road will be close to thickly settled districts and at the same time will give many glimpses of virgin woodland and mountain scenery. It will make an attractive route from Hollywood and Beverly to the sea.

In all the recently constructed scenic highways the engineers of Los Angeles county have paid special attention to the artistic and beautiful features. Wherever possible the routes have been laid out with a view to unfolding effectively and attractively new and beautiful views at the turns. This policy will be carried out to a marked degree in building the highway through the San Gabriel Mountains.

North of Los Angeles and supplementary to the trunk line of the State highway several important highway arteries are being constructed or have been decided upon. The road through Mint Canyon will be widened and improved to give a level outlet to the people of a large part of Antelope Valley. At the same time laterals connecting with the State highway and other approaches to Los Angeles will be built. Kern county last year voted bonds to build three highways southward from Bakersfield. One of these forms an important connection with the Mint Canyon road.

Next to its famous Orange Grove avenue lined with costly residences Pasadena's most beautiful drive crosses the Arroyo Seco over a bridge at Colorado street. This is one of the biggest and best highway bridges in the country and cost about $350,000. It was completed last year.

Other beautiful motor drives near Los Angeles are through Laurel Canyon from Hollywood to Lankershim and the Lookout Mountain road. At places on the latter road one may look down and see four parallel stretches of the highway he has just traversed, so steep is the mountainside around which the road winds. The road from Whittier to Puente through Turnbull Canyon has long been a favorite with Southern California motorists.

Orange county is just completing a fine coast highway which will strike the Los Angeles county system at three points. It links the South Coast beaches with the other sea resorts and with Los Angeles and gives an important outlet to Santa Ana and other Orange county centers.

San Bernardino county has a good mountain and desert road from San Bernardino city to Needles and is now preparing to build a sky-line highway over the mountain tops. This road will be tremendously expensive but will pass through some of the most beautiful mountain country in the West.

Lean Years and Plenteous.

BY ELIZABETH COOKE HASTY.

"AND in the seven plenteous years the earth brought forth by handfuls. . . . And the dearth was in all lands; but in all the land of Egypt there was bread."

I have just finished a 200-mile ride on horseback up the Coast, through the Conejo Valley to Ventura, returning by way of the Santa Susana pass. I have visited all the towns, big and little, en route, and ridden over many of the ranches. I have talked with "all sorts and conditions of men" and women—blacksmiths, liverymen, teamsters, roadmakers, teachers, harvesters, housekeepers, ranchmen and women, cattlemen; American, Chinese, Mexican, Japanese, negroes, not to mention the kiddies white and black and brown and yellow.

And everywhere I found a universal confidence in an increased prosperity for this Southland of ours. "The biggest lima bean crop in years and years," one rancher told me exultingly. And his cry of prideful delight was echoed by many others.

But I smiled at his words. Small need I had for his eulogy. If the proof of the pudding is in the eating, then I had gained that knowledge well. Had I not, at Camarillo, reaching there at 9 o'clock at night, been obliged to ask at the third house, the hotel being already overcrowded, before I could find so much as a bed to sleep in? And that one only because my unwilling landlady "hadn't the heart to turn away a lone woman at such an hour." Thank Heaven for that heart of hers, say I.

And while I was gone to the stable to see to the proper bedding of my horse, a man came and offered her any price she wanted for the bed that was to be mine. He did not get it and, as far as I know, either slept at the Inn of the Beautiful Stars or walked the street all night.

The cause of all this overcrowding, do you ask? Why, just the simplest thing in the world. The ranchers about Camarillo were harvesting their annual bean crop. Tents were pitched among the trees that lined the highway. Huge machines were thump-thumping away in the fields. Shipping cars were piled up on the sidings. The tiny town was a swarming metropolis.

What I saw there repeated itself all along my route. Again and again I turned my horse aside to give the better road to great loads of sacked beans on their way to the nearest shipping point. Six, eight and ten-horse loads, they were. Yet, at nearly every ranch the machines were still at work, the men still feeding the hungry iron jaws.

When it was not beans, then it was wide fields clean harvested, with the baled hay stacked up like mountains of promise. Or else it was sloping pasture-land dotted with magnificent live oaks. Over their brown hills wandered herds of sleek, fat-bellied cows, half-grown calves, and the young steers growing for the market. So wisely they turned to stare after us, their white faces looking so funnily out of place against the deep red of their sleek bodies.

Sometimes the pastured hills held bunches of handsome horses contentedly feeding, while the young colts galloped friskily along beside us inside the barbed wire, as sympathizing with my little Denver in that he must bear his burden and go, not as he willed, but as I would, instead of fancy free like themselves.

But, whatever it might be; hay or beans, cows or horses, walnuts or garden truck, "cabbages or kings," on every side went up a universal paean of prosperity; the earth singing with joy that out of her own body had come forth Plenty.

Here in the city, where life swarms thickest, we have heard much in the months that are past of hard times, lack of employment and many kindred evils. And, whether we laid it to a Democratic maladministration or, with shut eyes and folded hands, attributed it to the wise rulings of a benign Providence and said, pious-faced, "Whom the Lord loveth, He chasteneth," the fact remained. Said one more gifted than I shall ever be: "A condition, gentlemen, not a theory, confronts us."

But I for one am cured of doubts. That 200-mile ride has opened my eyes to the deep-laid solidity of the foundations upon which the welfare and prosperity of this Land of Soul's Desire is builded. Wars and rumors of wars may shake the earth that sweats blood-dews like rain in other lands. Here in this kingdom of sunset and starshine good Mother Earth laughs and dances with her children, and pours into their outstretched hands until even the cup of her promise runs over with fulfillment.

"And the Lord said in His heart: While the earth remaineth, seedtime and harvest . . . shall not cease."

Sign for a Rally.

Any considerable column of smoke rising from a spot in the Southern California grain-growing regions in or just before the harvest period is a signal for a rally of the ranchers from miles around. If one has an automobile or light spring wagon suitable for such conveyance a tub of water filled with old grain sacks is a very good thing to take. If a field of grain be threatened a hurriedly turned furrow may serve efficiently in holding back the flames. A man with a wet grain sack may beat them out as he moves rapidly along the fire line.

The Colonists.

Never in the history of California have so many colonists come to this section of the State, and 90 per cent. of them have invested and will make the State their future home. To convert a man and place him in the Los Angeles Boost Club, he has only to come here and see.

About the Same.

Lots of folks who are bound for heaven are coming to California first—they want to get accustomed to a land where it is as near the elysian fields as anything this side of the pearly gates.

Advertisements—Business Announcements, Enterprises, Real Estate. Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

THE M. GUENTHER KNITTING COMPANY.

One of the rapidly expanding and growing industrial enterprises of Los Angeles is that of the M. Guenther Knitting Company, No. 905 South Broadway, manufacturers of specialties and staples in knit goods, such as sweaters, roughneck coats, fancy knit goods, bathing suits for both sexes and novelties and dainties in knit goods.

M. Guenther established this business in Los Angeles about seven years ago, after spending years studying and working in actual details of big knit goods manufacturing and distributing houses of the Eastern States and Europe, he having practically spent his entire business life in this trade, thus becoming familiar with every department of the knit goods manufacturing business.

The well-appointed establishment conducted by Mr. Guenther on Broadway is one of the representative and popular distributing houses of Los Angeles. Carried in stock and on display are finely made knit goods, the products of the Guenther system of manufacture. These goods are becoming more popular and in more active demand each season by people of California, because of the durability and expert workmanship and quality put into each and every garment.

Mr. Guenther anticipates that the year 1915, because of the two great expositions at San Diego and San Francisco, that thousands of visitors will flock to California from all parts of the world, and at the Guenther store on Broadway they will find a cordial welcome and interesting line of finely made and dependable knit goods garments, such as are worn in California and other parts of the country.

It is interests like the Guenther establishment under able managements that are making Los Angeles the greatest home and business city on the Pacific Coast.

E. W. REYNOLDS COMPANY.

Los Angeles is justly proud of the largest exclusive wholesale jewelry and optical establishment in the West. From the modest "one-man" enterprise launched by E. W. Reynolds in 1888 to the great E. W. Reynolds Company of 1915 has been a mighty growth, and in every day of the growth there has been in the business the active personality of E. W. Reynolds.

Mr. Reynolds has not only built a great private business, but has helped largely in the development of the jewelry and optical industries on the Pacific Coast, and is a director of the National Jewelers' Board of Trade.

The company has recently moved to the third floor of the new Metropolitan Building, Broadway and Fifth streets, one of the most beautiful locations in the city.

ARNOTT & COMPANY.

Under the personal management of Willard Arnott, president, a large wholesale and general implement distributing trade has been established in this section and points of the Southwest by Arnott & Co., a specialty being made of wagons, farm machinery, engines, etc. The company is general agent for the International Harvester Company of America, supplying dealers, ranchers and others with the most modern agricultural implements and machinery.

Arnott & Co. is now one of the largest houses of its kind in the Southwest, the business being established in 1892. The general offices and store in Los Angeles are located at Nos. 112 to 118 South Los Angeles street, and a big warehouse is at Atlantic, Lawrence and Decatur streets.

ARENZ-WARREN COMPANY, INC.

Specializing in contracting for all kinds of painting, decorating, frescoing, paper hanging and tinting, and dealing in hardwood finishing, painters' supplies, wall paper, paints, oils and varnishes, Arenz-Warren Company, Inc., have built up and established a splendid trade and prestige in Los Angeles and throughout Southern California.

To better care for the growing business the company established large and commodious headquarters, including store, display and showrooms at Nos. 2121-2123 West Pico street, the building having been fitted up according to their plans and specifications for the convenience of handling their patrons to the best advantage.

Officers of this expanding concern are Richard Arenz, president; R. J. C. Judge, vice-president, and Robert Warren, secretary; all capable and active factors who believe in the future of Los Angeles.

E. K. ALBRECHT.

A representative realty broker and handler of extensive deals in this city is E. K. Albrecht, 301 Thorpe Building, who makes a specialty of hotels, rooming-houses and apartment buildings.

Mr. Albrecht negotiates finances for the building of apartment buildings, after which he negotiates additional finances for their furnishings and leasing, he representing owners and large investors who wish satisfactory returns on their investments. Mr. Albrecht has built up an extensive business, and noticeable among the buildings erected in Los Angeles under his plan of financial supervision are the following:

Acacia Arms Apartments, Hunter Apartments, Alvarado Terrace Apartments, Ward Hotel, the handsome Bard Apartments, representative structures adding to the prestige of Los Angeles.

E. K. Albrecht is a native of Berlin, Germany. He came to this country some six years ago, stopping first in New York, where for two years he engaged in the real estate brokerage business. Four years ago he came to Los Angeles and established his present real estate, loan and insurance offices, specializing as mentioned above. He has been eminently successful, has built up a steady and increasing clientele and represents a number of wealthy investors who believe in his stable judgment. He is a progressive business man who has great faith in the future of Los Angeles, and is prepared to extend a cordial welcome to the thousands of exposition visitors and homeseekers who will come to Los Angeles during the year 1915.

FULTON ENGINE WORKS.

Established some twenty-eight years ago the Fulton Engine Works has continued for more than a quarter of a century under able management as one of the great industrial institutions of Los Angeles.

A specialty is made of manufacturing and handling mining machinery, hoists, equipped for steam, gasoline or electric power; hoists for elevators, warehouses and passenger service; oil well supplies and tools, power transmission machinery, tanks, structural steel work, heavy pipe fittings, cast iron and bronze castings, and many other specialties known to the iron trade.

The big plant of the company is located at North Main street and Alhambra avenue, occupying some three acres of ground space. The buildings are divided into the following departments: Foundry, machine shops, boiler, sheet metal and structural material shop, engineering and drafting-rooms, office and general manager's headquarters.

Two hundred active and energetic men are given steady employment. The company furnished much special equipment for the great Los Angeles Aqueduct construction, and has built irrigation systems, gates, etc., for the United States Reclamation Service. No order is too extensive for the Fulton Engine Works to accept and manufacture according to contract and specifications.

Its history during past years has been one of notable growth, expansion and development, and it is today one of the really big factors identified with the larger development and industrial interests of Los Angeles.

Officers of this company are: W. Lewis Bell, president; A. J. McCone, vice-president; F. A. McAllister, secretary and manager.

NEW TURNER HALL CAFE.

Under the active management and direction of William Rudolph, manager, the New Turner Hall Cafe, No. 319 South Main street, has become one of the most popular German cafes of Los Angeles. A continuous cabaret entertainment is a special feature, and the service the best in the city. Meals are served all day, and after-theater parties find congenial surroundings and pleasant entertainment.

William Rudolph is an active and energetic caterer who is doing much to maintain the prestige and popularity of this cafe, and he has made many friends because of the courteous and efficient manner in which he operates the establishment. He cordially invites world's fair visitors to make the New Turner Hall Cafe their recognized headquarters during 1915.

JAMES JONES COMPANY.

This well-known firm was organized twenty-one years ago and has since become one of the noted manufacturers of brass and bronze goods in the West. A specialty is made of brass and bronze stop cocks, valves, fittings for water, steam and gas equipment, bronze and ornamental work for mausoleums, fire departments, public buildings, etc. Recognizing the demand for the highest grade of materials, James Jones Company make only the best products. The excellence of their goods has much to do with the splendid success enjoyed.

The big plant of the company is located at No. 201 Le Roy street, Los Angeles, and it is one of the big factors in the manufacturing and industrial life.

THE CALIFORNIA VEGETABLE UNION.

One of the more notable and representative of the larger shipping and distributing interests of the Golden State is the California Vegetable Union, whose general offices are located in Los Angeles, and its distributing, packing and shipping plants scattered throughout the State where high-grade vegetable products are produced. The company also maintains a large corps of field men and buyers who keep in touch with crops in all sections.

The California Vegetable Union maintains offices at 812 Union Oil Building, from whence its extensive shipping affairs are directed. The officers are: Thos. O'Neill, president; F. P. Fay, vice-president; E. A. Curtis, secretary and general manager, and B. P. Hoar, treasurer; men thoroughly in touch with the great vegetable industry of California.

The California Vegetable Union has been for years one of the leading packing and shipping concerns of the State. Great quantities of tomatoes, cabbage, celery, asparagus, sweet potatoes and other products are shipped in carload lots to the markets of the world. The union has personal representatives in many of the larger distributing centers and secures the most satisfactory returns to California growers for their products. Contracts are made in advance for the crops from thousands of acres of rich and fertile lands, money is advanced reliable producers, and the best quality of vegetables are demanded for shipment, all of which add to the splendid prestige of California.

The organization is headed and directed by men who have always been identified with the advancing productive elements of this wonderful Golden State.

ZELLERBACH PAPER COMPANY.

Under the management of J. Y. Baruh, the Zellerbach Paper Company has experienced a most exceptional growth during the last sixteen years. This institution is housed at Nos. 113-123 North Los Angeles street.

The Zellerbach Paper Company of Los Angeles is one of seven divisions, the others being located at different points on the Pacific Coast, from San Diego to Seattle. The complete organization is the largest paper organization operated in the United States, and the local branch carries a complete stock of fine and wrapping papers, stationery, office supplies, twine and cordage.

This concern ships a deal of merchandise from Los Angeles into Mexico and other countries to the southward.

X. L. N. T. SPANISH FOOD CO.

Among the notable industrial institutions that give to Los Angeles a variety and piquancy is the X.L.N.T. Spanish Food Company, No. 1321 East First street, making a specialty of high-grade chili and Spanish food products and manufacturing the celebrated "Best on Earth Since 1894" XLNT tamales.

Twenty-five hundred tamales are made daily, besides many cans and pounds of chili con carne and deliciously seasoned Spanish foods and sauces, all having a great demand because of the fine quality. About twenty-five employees are kept busy at the plant, which is owned by C. C. and A. M. Crawford, pioneers in Spanish food products. Under their personal direction and management, a large trade has been established, and the business is growing steadily.

JOS. RITTIGSTEIN.

Specializing in diamonds and high-grade jewelry, works of art in the novelty line and complicated watch repairing, Jos. Rittigstein, No. 500 South Broadway, and No. 230 West Fifth street, has built up a prestige that is interesting. He is an artist in diamond setting and a gold and silversmith expert.

Appreciating the splendid future of Los Angeles, Mr. Rittigstein has leased two of the best store locations in the city and carries a carefully selected stock of everything in the finest of jewelry, ornaments and specialties, with an assortment of diamonds of the purest quality.

Visitors and residents of the city are cordially requested to visit the establishment when shopping or on an inspection of pleasures in the jewelry lines.

SHIRO FUJIOKA.

Mr. Fujioka came to Los Angeles about a year ago, and in May, 1914, succeeded H. Wakabayashi as secretary to the Japanese Association of Southern California. He is a man of wide and varied experiences. He was editor of the New York Japanese Times and editor-in-chief of the North American Times, a powerful Japanese daily published at Seattle. He has visited Japan twice as a special representative of his people, to tell them about the school question as it exists in America and about the recent land bill passed by the California Legislature. He is an able man, and, as secretary of this strong organization, occupies an important position in Southern California's development.

F. O. ENGSTRUM COMPANY.

Established more than a quarter of a century ago, this firm has become one of the notable contracting establishments of the great West. The F. O. Engstrum Company operates one of the largest planing mill and woodworking establishments on the Coast, is a wholesale dealer in lumber, brick, cement, electrical supplies, plumbing materials, glass and steam heating and everything in the building material line.

F. O. Engstrum Company makes a specialty of erecting large office buildings, State and municipal structures, apartment-houses, warehouses, etc. Many of the larger and more representative buildings of Los Angeles and Southern California, as well as State buildings at Los Angeles and San Jose, have been built by this firm. It is the largest operator of its class on the Pacific Coast.

About 2000 men are permanently employed, many having been with the company for fifteen years. Their employment adds materially to the industrial life of this city.

Among buildings recently constructed or nearing completion by this concern are the Metropolitan, Hart Million-Dollar Rosslyn Hotel, Citizens' National Bank Building, Clark Hotel, Rex Arms and Engstrum Apartments in Los Angeles, Citizens' Savings Bank Building, Pasadena. The Stadium at San Diego, new bath-house at Santa Barbara, besides several power plants and warehouses in Southern California.

Officers of this representative company are: F. O. Engstrum, president; F. E. Engstrum, vice-president; H. W. Bryson, manager, and William McKay, mill superintendent. The big plant, headquarters and yards are located at East Fifth, Seaton and Colyton streets, occupying several blocks of ground space.

H. & H. COMPANY.

Specializing in all makes of fountain pens, which are sold and repaired, the H. & H. Company, fountain pen specialists, No. 426 South Spring street, room 714 Delta Building, under the personal management and direction of G. A. Herbst, has become one of the original and representative institutions of its kind on the Pacific Coast.

A large and complete line of fountain pens of every make and variety is carried in stock and sold to the trade at wholesale and retail, a specialty being made by Mr. Herbst of fountain pen repairing, the trade in this line from all of the leading retail houses of the Southwest, and especially Los Angeles, being a big feature. By capable business methods and efficiency, Mr. Herbst has built up a trade that is important and far-reaching. Quality and efficiency are the H. & H. Company watchwords.

EGERER BROS.

The pioneer broom manufacturing concern of Southern California is that of Egerer Bros., No. 833 East Fourth street, Los Angeles, where they manufacture everything in the broom line for the trade of the Southwest. About twenty employees are constantly employed and brooms are made from California-grown broom corn introduced into this section by Egerer Bros. and the very choicest of the eastern broom corn markets.

The firm operates an extensive factory and the trade has grown and expanded with each year, adding to the prestige and fame of Los Angeles as a manufacturing and industrial center. These products are sold to the jobbers and retailers in all important cities and towns of Southern California, and the year 1915 promises to be one of the most successful in the history of the firm of Egerer Bros. Members of the firm are active boosters for Los Angeles.

CALIFORNIA HOSPITAL.

One of the largest and most notable private hospitals in America operated under a modern management is the California Hospital of Los Angeles. The large buildings are of splendid architecture and surrounded by ample grounds for recreation. The chief object of the management of this institution is to get the patients out of doors in wheel chairs, cots and rockers as quickly as possible. There under the palm, the fig, the rubber and the magnolia, in the midst of delightfully cooling breezes and congenial atmosphere, they are brought back to strength and health.

The special features of the California Hospital are the atmosphere of cheerfulness and the absence of gloominess. Every room is flooded with sunshine and the buildings are all connected by glass corridors. The surgical department has four operating-rooms; the eye, ear, nose and throat departments each has a specially lighted and equipped operating-room. The maternity department is ideally equipped, and is one of the popular features of this notable institution.

The California Hospital does not admit contagious, laryngeal or pulmonary tuberculosis cases, and is under the management and direction of the most skilled physicians and specialists of the West.

The officers of the California Hospital are: Dr. W. W. Hitchcock, president; Dr. W. W. Beckett, vice-president; Dr. George L. Cole, treasurer; Dr. Walter Lindley, secretary and medical director; Drs. Rea Smith, H. Bertram Ellis, John C. Ferbert, Carl Kurtz, Edward J. Cook, W. T. McArthur and E. C. Moore, directors.

Some 200 attaches, about 150 of whom are nurses, are constantly in attendance, and no hospital commands better equipment, management and medical direction than does the California.

CLARA BARTON HOSPITAL.

One of the leading and most representative hospitals of Southern California is the Clara Barton Hospital, located conveniently at No. 447 South Olive street, conducted under the practical management and direction of Dr. H. F. Barton, a nephew of Clara Barton, founder of the National Red Cross Society, whose name is notable throughout the civilized world.

Clara Barton Hospital was incepted some

CUDAHY PACKING COMPANY.

One of the most important of the great industrial institutions of Los Angeles and Southern California is that of the Cudahy Packing Company of this city, an extensive branch of the notable Cudahy packing house interests, with branches in many principal cities of the country.

The Los Angeles Cudahy Plant is located on Macy street and the Santa Fe Railroad, where the company operates one of the most extensive establishments of the

A FAVORITE ROUTE BETWEEN LOS ANGELES AND THE EAST.

On May 1 next the Salt Lake Route (San Pedro, Los Angeles & Salt Lake Railroad) will celebrate the tenth anniversary of the opening of its line for through service between Los Angeles and Salt Lake City.

Nine years ago the Los Angeles Limited was placed in operation as a through fast

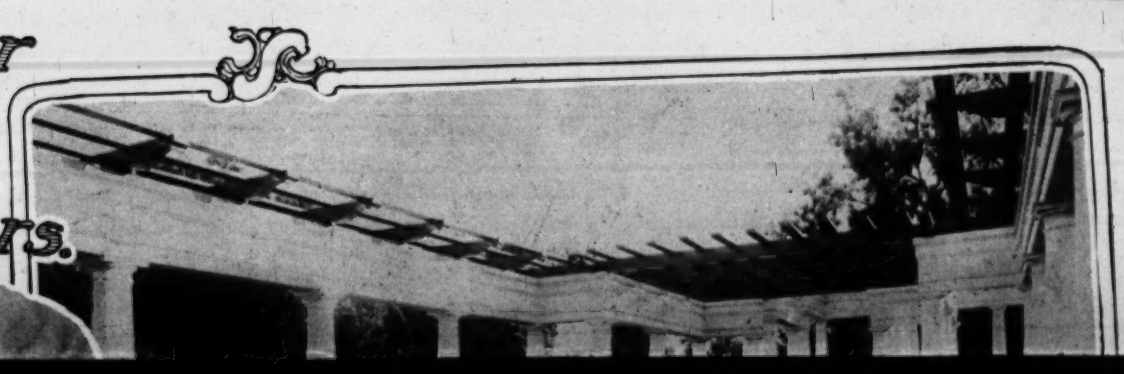
FISCHER COSTUMING CO.

Established only two years ago, Fischer Costuming Company has built up in Los

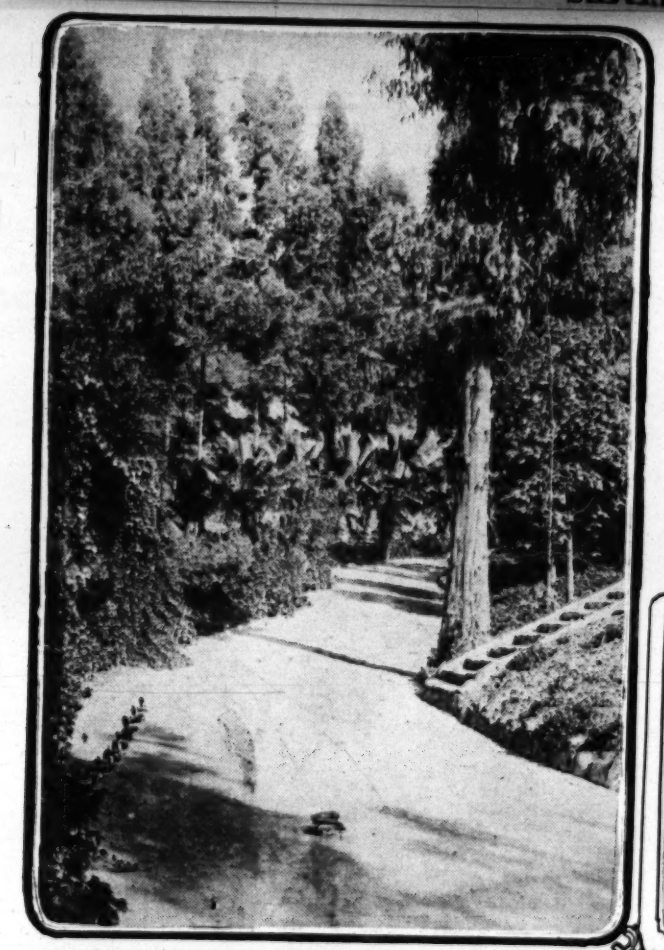
Exposition visitors and residents of California are cordially welcomed at this cafe.

The Famous Hooker Gardens, Los Angeles.

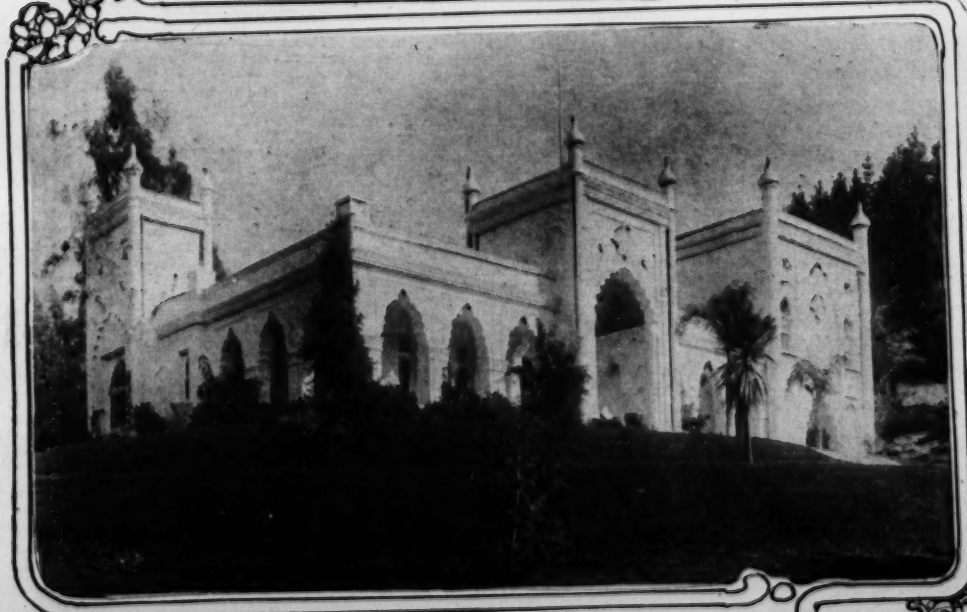
Salt Water Plunges and Salty Bathers.



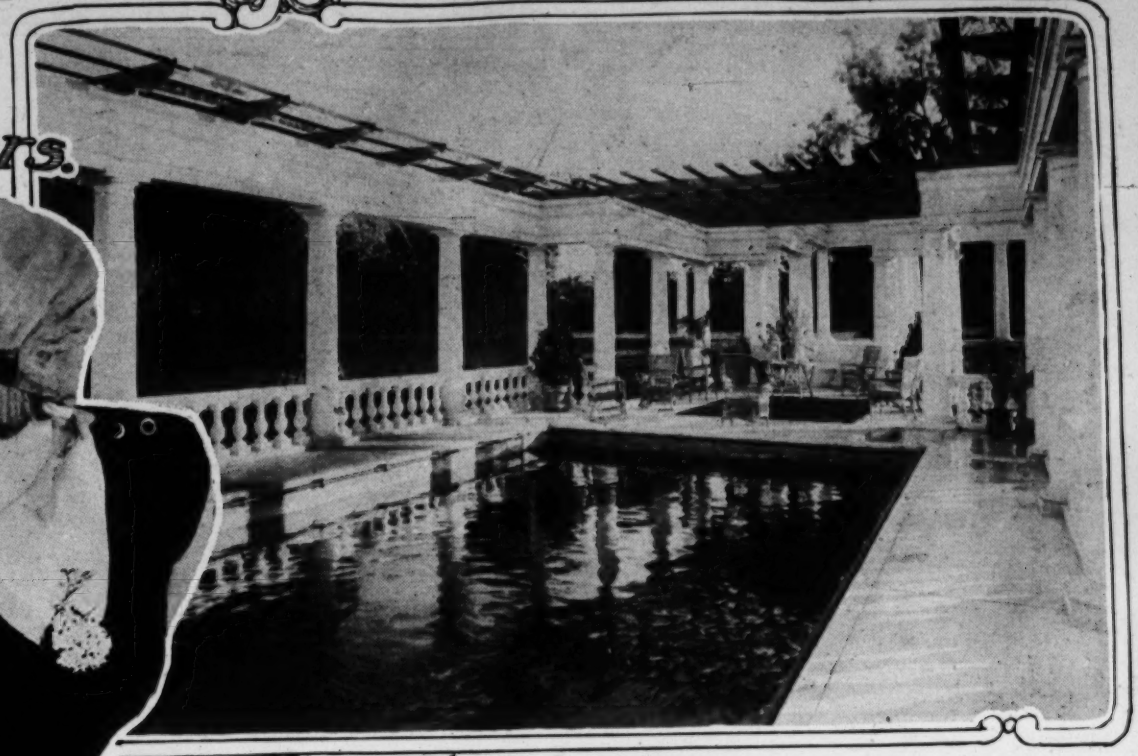
Joys of Automobiling in the Land of Ralph [illegible]



Notable Castle of L.C. Brand at Burbank.



Salt Water Plunges and Salty Bathers.

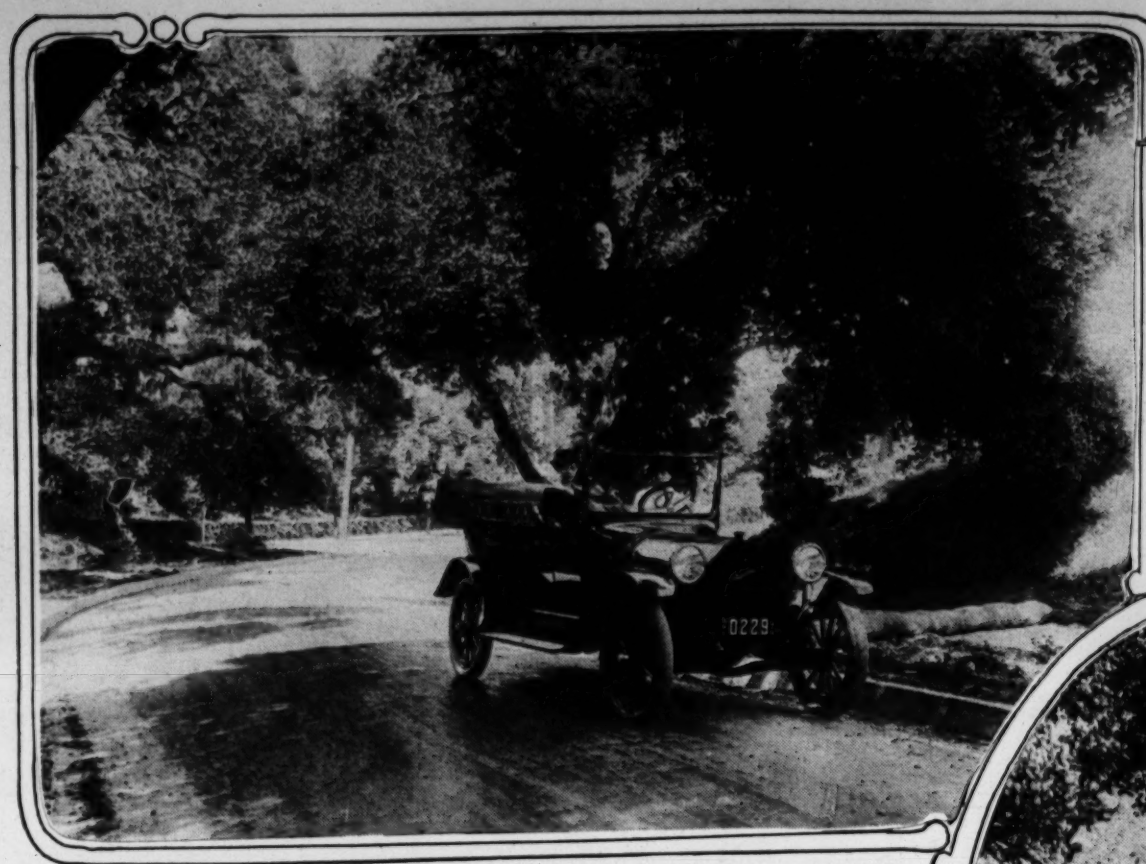


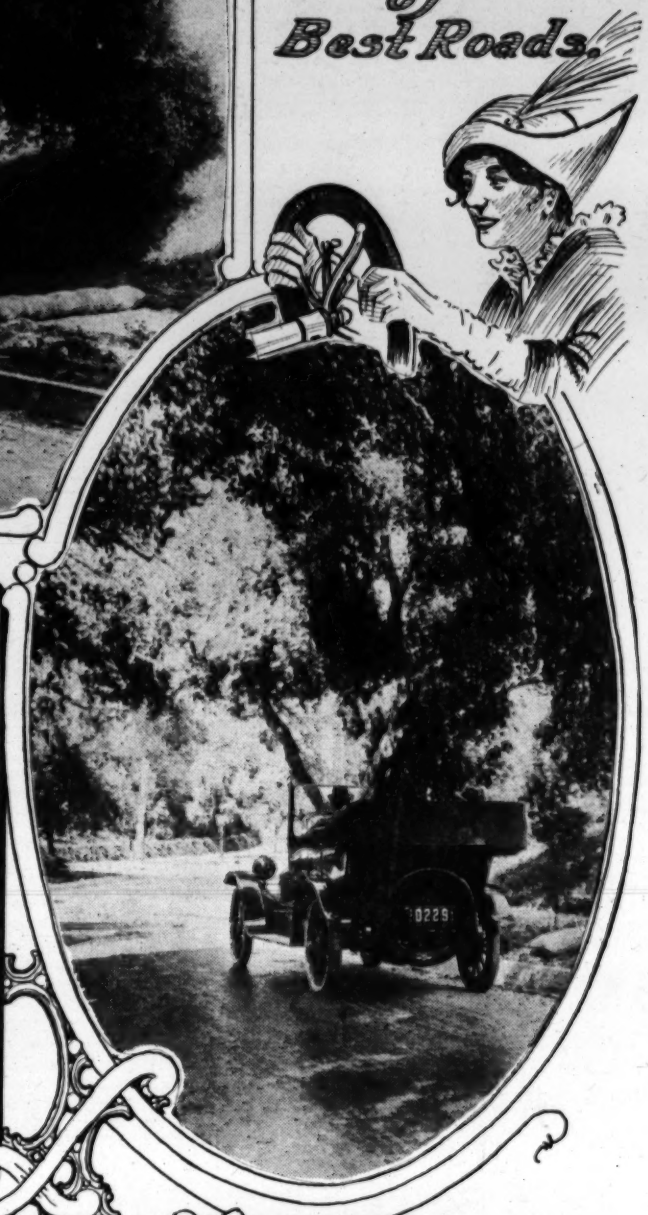
A private swimming pool at the villa of a Pasadena millionaire.

Salt water plunge at Redondo Beach.

Ocean Park Bath-house.

Joys of Automobiling in the Land of Best Roads.





"Why I Like to Live in Southern California"—
A Symposium by Famous Southern Californians.

One Lives Longer in the Great Southwest.

YOU WILL KNOW.

WHY SHOULD one choose to live in the Great Southwest?

There are many answers to this question; but when you shake them all up together, as do the Chinese with their joss sticks to find which one comes first out of the glass holder, that being the one to decide the momentous question; just so with you, whenever you are holding forth at the present time, take the many reasons that present themselves to you, then conjure with them until one with more prominence than any other will settle the question—Why should one live in the Great Southwest? Answer: BECAUSE YOU WILL LIVE LONGER.

That is one of the great incentives we have to offer. But we are not selfish enough to say that Southern California is the only place in the Great Southwest, nor would we be guilty of saying that the "City of the Angels" is the only place in Southern California; but you would better "see Los Angeles, first," and then you will overlook our pardonable pride.

Live longer? Yes. A friend of mine "went away" the other day, having lived in this "Land of the Afternoon" thirty-six years. He slipped quietly out at the age of 118. Although he had tarried so many years he was not anxious to leave this land of sunshine and flowers. He never tired of the beauties that revealed God on every hand. He beheld Him whenever he looked—upon the placid waters of the Pacific, upon the mountains in their grandeur and strength, or up into the clear sky that outrivals the blue of Italy. He, to the very last, in consequence of these inspiring surroundings, retained the spirit of youth, and could truly say with Victor Hugo: "Winter is on my head but eternal spring is in my heart."

Live longer? Yes. Only a few weeks ago I had the honor of attending a reception in that staid little Quaker town of Whittier nestling so prettily 'neath the foothills; a reception given by a good old Quakeress on her one hundred and fourth birthday anniversary. This "mother in Israel" extended the glad hand to a large concourse of friends who wished her "God speed" in the continuation of her earthly pilgrimage. She recited a poem, from memory, and as she did so she impressed us with the thought which, like a golden chord, ran throughout the poem—"just resting, just waiting."

Live longer? Yes. Read the excerpts I have made from two letters received very recently from Pasadena—one of the beauty spots of Southern California, known as the "Crown of the Valley":

"We have such an intense desire to live, those of us who live in this glorious Southland; and as life depends, to a certain extent, 'on the liver,' we can enjoy to the fullest extent only by being well."

Another. "According to my mother's Bible, I am now in my ninety-third year, healthy, hale, vigorous and happy, and all because of my unbounded faith in God, my abstinence from intoxicants of all kinds; and from the eating of animal flesh, fish or fowl for over sixty years. My five journeys around the world, in the field of reform, caused many hardships and severe struggles in those oriental lands; but perseverance and a strong will power with intense activities in various fields of labor, have brought me up to this standard of perfect health. These are my happiest days."

I would especially call attention to two important points bearing on the subject in hand; first, after his having been around the world five times, studying the people of the various countries, noting climatic conditions and other points bearing upon long life, he wisely concluded some years ago to settle in this Great Southwest. Second; he says: "These are my happiest days."

How could it be otherwise when nearing the sunset of his life he chose so beautiful a setting as Southern California, knowing that from this "Land of the Heart's Desire" it is but a step, as it were, into that larger life awaiting each and all of us.

I know this man well and I know that he believes in eternal progression, and that he also believes that his busy, active life does not end here, but with Victor Hugo he can say: "When I go down to the grave I say like many others, 'I have finished my day's work,' but I cannot say 'I have finished my life.' My day's work will begin again the next morning. The tomb is not a blind alley; it is a thoroughfare. It closes on the twilight, it opens on the dawn."

Why should one live in the Great Southwest? When you consider the climatic conditions, the delightful summers, the invigorating but not severe winters (we have but two seasons, summer and winter,) the fact that you can virtually live out of doors the whole year 'round; that you can take a dip in the ocean, pick flowers in the valley and rest on the mountain top—all in the same day; that the system of irrigation makes it possible to cultivate anything and everything almost without limit as to kind and quantity and wholly independent of the rains; that better educational facilities and more beautiful and commodious structures for the same cannot be found than those that exist on these shores; that Southern California is fast becoming the great musical center of the world; that this is an ideal country in which you can live an ideal life and that the wishes and dreams of the idealist may become realistic; that there is that "something" in the Great Southwest which appeals to all sides of one's nature and to all natures; that there is scarcely a longing that cannot be satisfied; I say when you consider all these things which form but an infinitesimal part of the many attractive features, is it any wonder that people from all parts of the civilized world, having once visited these shores, go into ecstacies of delight over the Great Southwest?

To be eternally youthful one must be eternally finding the new; and I do not believe there is any other place in the wide, wide world that can better furnish these conditions than right here in the Great Southwest—especially in Southern California.

Here the ravages of time can be stayed and old age made a period of joy reaching into the sunset of perfect rest. Here in the Great Southwest youth can be sustained and the spirit of youth ever abide regardless of age.

"The years may number four-score or more
That over your head have rolled;
You may hear the wash on the other shore
Of the waves that are dark and cold;
While your brain is keen and your soul is strong,
And your heart is full of a hopeful song,
You are still one of the youthful throng,
And years will not make you old."

A man in West Virginia has but recently passed his one hundred and eighth milestone and his youth has been renewed in the full recovery of his sight and the cutting of a third set of teeth. But think what the future would hold in store for him were he to spend his remaining years in the Great Southwest.

Not long ago an old lady came out to these shores from the Middle West. She was in search of health. After she was here long enough to be assured that it was almost within her grasp, she smilingly said: "Back in the little town where I lived, an old man has been waiting for me just around the corner; he has been waiting for years, but he won't get me now." It was the undertaker.

Her story is but the simple story of thousands who, in this Great Southwest, have found that precious gem—health. "O Blessed Health! Thou art above all gold and treasure; 'tis thou who enlargest the soul and openest all its powers to receive instruction and to relish virtue. He that HATH thee, hath little more to wish for! He that is so wretched as to WANT thee, wants everything with thee."

Health is, after all, the great desideratum. Years are counted only chronologically. A well man, as a rule, is optimistic. As we advance in years and keep abreast of the times, we should retain the youthful spirit and much of the vim and vigor and virility that belong thereto. It goes a long way toward preserving health of body and health of mind, and proves the truth of the saying—"we are only as old as we feel." This is well expressed in the following:

"I know an old graybeard who ought to be dead
If years laid a man by the heels;
He cheerily sings as he stands on his head,
A man's just as old as he feels."

Out here in the Great Southwest the years glide by so gently that one almost forgets to note the march of time. It is said: "Whom the gods love die young"—not young in years; but in retaining the youthful spirit they never grow old. It is "the gulf stream of our youth flowing into the Arctic regions of our lives."

For twenty years or more an old black mammy had, in her home town, talked about going to California—"where people done live forevah." After having been here some time she was met on the street by an old acquaintance who said: "Well, auntie, where are you going now?" Her answer carried with it the sentiments and feelings of thousands of others that have drifted thitherward—"Why, bless you honey! I'm where I'se bin gwine."

Perhaps one reason why people live longer in the Great Southwest is because of the spirit of contentment that possesses them; a place so akin to heaven that they have no desire to "move on." Apropos to this; an old Quaker who, when a friend spoke to him concerning a future heaven, said: "Friend, I've been living there for twenty years." He was speaking of Southern California.

Those who live down in the beautiful valleys are contented—as indeed they should be; but those of us on the hilltops are, if possible, still more so. Health-seekers are climbers, or should be. A man 'phoned to ascertain where he could find me. In order to impress him I informed him that we were living in heaven (on the crest of Capitol Hill;) that he could not expect to reach heaven except through the Golden Gate (avenue) which he would find by taking the Sunset (boulevard) and then climbing and climbing, etc., etc. He came, puffing and blowing (did not know how to come up hill) and when he could "get his breath," he said: "This is heaven all right, all right, but it was a h—ll of a climb."

Did any one ever get to heaven without doing some climbing?

"Heaven is not reached by a single bound.
We build the ladder by which we rise
From the lowly earth to the vaulted skies,
And we mount to its summit, round by round."

I well remember when I was a boy how lustily the good old deacon sang—

"Must I be carried to the skies
On flowery beds of ease,
Whilst others fought to win the prize,
And sailed through bloody seas?"

No, indeedy. Here in the Great Southwest one must labor with head or hands, but all labor is a pleasure amid the beautiful and soul-inspiring environments. Yes, here in "The Land of Golden Dreams"—

"Where the orange blossoms greet you
With a fragrance passing sweet,
And the roses and the lilies
In gorgeousness compete,
Where the breeze is balmy softness
And the sky is a blue divine—
Oh, Golden California,
Here's to you—your for mine."

Anywhere in the Great Southwest, more especially, perhaps, in Southern California, the "old vet." finds his mecca—the goal of his earthly pilgrimage. I venture to say that nowhere under the blue canopy of heaven—"the American soldier's temple of fame"—can he find so restful a resting place as throughout the length and breadth of the Great Southwest, and I am echoing the sentiment of thousands of "the boys in blue" who, here on these shores, have pitched their tents for the last time, that in no other clime are they more welcome and more honored. Here the "little brown button" is everywhere respected as a sacred badge of honor; for—

"Never was graven an image so fair
As the little brown button the veterans wear."

Here is a good word for the California vets. and a good word for the benefits accorded in the Southwest. During the national encampment held in Detroit, Mich., in September, the following cheerful news came over the wire: "Detroit, September 2, 1914. California contingent to the G.A.R. encampment figured conspicuously in the big parade today, that thrilled the hearts of 400,000 Detroiters. Under the leadership of Department Commander Tuttle, thirty Californians marched through the lanes of humanity with all their old-time fervor. Automobiles that followed in the wake of the Californians to pick up the faltering were unnecessary, every man in line completing the full distance on foot."

Here in Southern California, in the Soldiers' Home at Sawtelle, we have over 4000 soldiers of the Civil War. One of these just answered to the "long roll" at the age of 93, while "taps" have sounded for three of "the boys" who had each passed the century mark. Their last days in that beautiful and picturesque place were in harmony with the quiet, calm and restful peace that makes for long life.

Speaking of the Great Southwest and the "old soldier"—my comrades—leads me to venture two prophecies as regards the demise of the last surviving soldier of the Civil War. Before putting myself on record as a prophet let us turn our attention a moment to statistics.

More than three-fourths of the men of '61-'65 have now answered the summons. The Union veterans are dying off at the rate of 100 a day; the Confederates (less in number) at the rate of seventy a day. The average age of the survivors is past the 70-year mark. Out of the 1,727,353 Union soldiers alive at the time of the grand review in Washington, D. C., 1865, there remains approximately 400,000. But the ranks are being decimated so fast that by 1920 there will remain, as estimated, about 251,727; in 1925, about 116,073; in 1930, about 37,083; in 1935, about 6296; in 1940, only 340.

By that time I suspect that we shall find that all of the survivors are living somewhere in the Great Southwest, having deemed it wise to escape the severe winters of the East and North. How long will that remnant live? Quien sabe. But of one thing rest assured, they will live longer in the Southwest, all things being equal, than in any other part of the country.

One strong factor in favor of longevity for the "old soldier" is the mental condition of a pensioner; the assurance that there always will be provision made by a grateful government for the necessities of life, as such assurance banishes that anxiety, that mental condition which is the forerunner of disease and physical collapse.

Considering the fact that quite a number of the veterans who have passed over the "Great Divide" had begun the second century ere they took their departure, having lived to 103, 107, 108, 110, 118—and then some—and that the last surviving pensioner of the war of 1812 passed away only nine years ago at the age of 105 years and sixteen days (would probably have been living yet had he migrated to the Great Southwest) and that the last survivor of the Revolution tarried until reaching 109 years, 6 months and 8 days; and for further consideration the fact that many boys under sixteen served in the Civil War—844,801; those of fourteen and under, 1523; those of twelve and under, 233; those of ten, and under, 25; these facts, taken together, have considerable bearing in forecasting the length of life of the last surviving soldier. I have seen it stated that the last Civil War veteran will die in 1945 (not if he lives in the glorious climate of the Southwest.)

If we base our figures on the foregoing facts as to the possible longevity of some of the younger soldiers who entered—many of them on account of "under age"—the last year of the war, we may expect that one or more of "the boys" will be living as far along as 1965-66. Think of it!

John Elfreth Watkins, commenting on this, says: "What a funeral that will be when the last survivor of the Civil War answers his last roll call—whether he be buried in the uniform of the blue or the gray!

"Very few of us now of mature years will live to see the spectacle. The century-run for this last signal honor will be spirited. Hundreds of old codgers will be in the running, and as they fall by the wayside, one by one, the whole nation will look on, agape, to see who gets the laurel wreath."

Now, for my two prophecies:

First, I prophesy that the last surviving soldier of the Civil War will be a resident of the Great Southwest at the time of his departure; in all probability of Southern California.

Second, I prophesy that the last surviving soldier of the Civil War will be—and shall have been—an advocate and EXAMPLE of Right Living and Right Thinking; that he will be, at the time of his demise, a resident of the Great Southwest, a resident of Southern California and, in all probability of Los Angeles. Were it not for my modesty I would name him.

Vigorously yours
EDWARD B. WARMAN, A.M.

Food Importations in France.

The French government has adopted an admirable plan to prevent suffering among the French people during the war for lack of a sufficient supply of food. The republic advances to the Marseilles Chamber of Commerce two millions of dollars with which to purchase cereals or flour in Canada or in the United States. These purchases will be made through the French Consuls or other representatives of France and will be shipped to Marseilles on neutral vessels, or, if such vessels are not obtainable, then on British or Russian craft with their cargoes covered by war risks.

When the consignments reach Marseilles they will be warehoused temporarily or dispatched at once to interior points where they may be needed. The goods will be sold at cost to consumers, who will be required to pay for them on demand and no purchase for resale will be permitted, but consumers will be encouraged to lay in large stocks for future consumption.

The money received will be used by the Chamber of Commerce to make fresh purchases as the stock diminishes.

The two millions of dollars turned over every ten days will enable the Marseilles Chamber of Commerce to import 3000 tons, or 30,000 barrels, of flour every day and this would feed six millions of Frenchmen. A month's supply of flour for this number would be about one million barrels and there is now congested in American elevators the equivalent of 50,000,000 barrels. We can feed the entire adult population of France for a year with one-eighth of the bumper crop of grain for 1914, which is now congested in our elevators and warehouses.

The Bachelor Farmer.

The bachelor, regarded almost as a freak when he keeps house for himself in the East, is quite common in Southern California. He is all kinds of a housekeeper and nearly all kinds of a farmer. When he is carrying on ranch operations the tendency is to reduce the time spent on housework as much as possible. The result might shock some New England housewives but there are numerous instances where a man has acquired a competence with the handicap of preparing his own meals and keeping up his house.

Most Joyous Automobiling is in Sunshine Land.

BY A GIRL MOTORIST.

SHE KNOWS.

A GIRL CHAUFFEUR, in love with her machine and her city and State, I can think of no greater joy than automobiling in Southern California. People who have motored everywhere else in the world agree with me. Our country has every quality of delight. We have roads that lead from one enchantment to another. They unwind their sunny lengths through miles of loveliness, are planting the golden fruit for a harvest of golden dollars, but they are really beautifying the land to the increasing joy of the automobilists.

From six to twenty cars arrive in Los Angeles every day on the long journey from New York. The orange blossoms are like a white and perfumed miracle to these parties. The avenues of orange trees and their spilling perfume seem payment enough to those of these unhappy gentlemen will emerge from some unexpected quarter, generally a hedge by the roadside, to delay one long enough to utter a gentle warning, but they are usually exceedingly polite policemen with a twinkle in their eyes and a genuine regret for the nuisance of speed laws. They are often as sorry as we for drivers, and I suspect that every fifth chauffeur in this sunny land has had her peace restored more than once and her journey unspoiled by their

San Diego over a wonderful road right through the mountains over a pass 7500 feet high and into the Imperial Valley, which is like another world and one of entrancing beauty. The imperial country is dotted with interesting cities and good automobile roads connect them all. For a three or four-day trip in the winter time nothing in Southern California surpasses this.

Of course all of San Diego county, with its rich back country [illegible]

California's Outdoor and Indoor Swimming Pools.

RARE WINTER DELIGHTS

WHILE PEOPLE of the eastern coast are snowballing and sleighing, dwellers on the Pacific Coast are having rose carnivals and automobile races. In the East they are tobogganing, in California they are perspiring on mountain trails. In the one place there is ice-boating and skating, in the other they are still at golf and tennis. There they are stalking winter game through snow-blanketed woods, here they are fishing in mountain streams and the ocean. And whichever he may be doing, each envies some other at times his winter sport and would trade his edge of the map for the other.

In this land of the perennial everything, sea bathing is as perennial and as universal as the sunshine itself. Even more so. For not only on days when the sun dances on the tips of blue waves is the sand by the sea strewn with bare-armed, bare-legged bathers, but on days when the sky is gray and the sea monster growls moodily and shows long lines of white teeth, the bathers are there. The temperature of the water along the southern coast varies but little, remaining at about sixty-one or sixty-two degrees the year round. This makes sea bathing in the Pacific always a brisker sport than in the Atlantic, which in summer grows very soft and warm, while the only suggestion of warmth in the Pacific is in midwinter by comparison with air that registers below the sixties.

* * *

MIDWINTER SURF BATHING.

The eastern tourist on his first winter visit to California distrusts this coaxing blue sea that froths in an ecstasy of yearning at his feet. And often for his first bath he turns toward the great plunge of the bath house that is a feature of every California coast town from San Francisco to San Diego. But in time he nerves himself for a dip in the surf, for he would as soon think of going home without picking an orange from the tree as not to dabble his feet in this western winter sea.

The Californian does not take his winter sea bath merely to write about it to some one who will read the letter with the sound of sleigh bells in his ears and disbelief in his mind. Of late years the California beach towns have become the all-the-year residence of thousands who formerly went there for the summer months and closed their cottages in winter. And these beachers take an early morning dip in the sea, even when the thermometer gets tricky and flirts with the thirties and forties, as naturally as an inlander takes his tubbing or his shower in a heated bathroom.

It is an annual custom for many athletic clubs along the Coast to celebrate New Year's Day with a swim in the Pacific. No matter what the weather, the Olympic Club of San Francisco, several dozen strong, always take a run through Golden Gate Park—they were led by their veteran president long after he had passed the three-score mark—and then across the wind-swept sand dunes to the Cliff House, where running breeches and sweaters are changed for bathing suits and a dash is made through the breakers into the open sea. The Dolphin Swimming and Rowing Club of San Francisco also keeps up this annual custom, while five hundred miles away in San Diego Bay the San Diego Rowing and Swimming Club celebrates the day in like manner.

But not everyone has the temerity or physical audacity to take a dip in the ocean in midwinter, no matter what the thermometer says or how bland and innocent the sun looks. Too many people have learned to spell January with letters of frost to have their suspicions melt away at the first visit to California and the first look at the Pacific. It looks like fun when someone else is splashing about in a midwinter surf, but gooseflesh comes out all over many at thought of doing it themselves. And yet—and yet—

* * *

THE PUBLIC PLUNGE.

It is this very longing and this very hesitation that made some wise man once upon a time decide that it would pay to build a big plunge where these longing hesitant ones could compromise with themselves and have a salt water swim without going too near the ocean.

This man, whoever he was, made such a good thing of it that others have followed his example, and now as soon as sand dunes are leveled into lots and sidewalks laid and a pleasure pier run out into the water, as soon as there are a few dozen cottages and a delicatessen shop or two, somebody builds a bath house and a new beach town is on the map. It has been shown that bath houses are more necessary than hotels and as good an investment as a bank.

At most other beach resorts of the world, where the season is but a summer long, the bath house seems of secondary importance. It is usually nothing but an ugly shack with rows of dingy dressing boxes which people get in and out of as quickly as possibe. In summer everybody wants to go into the sea. In winter nobody is there. And the men who coax the people to these resorts spend their money on roller coasters, bump-the-bumps and every kind of whoop-the-whoops that gives a five or ten cent thrill, on hotels and piers and dancing pavilions, and in Europe on gorgeous gambling palaces.

The California beach resorts have the catchpenny whirligigs, the hotels and dancing pavilions and pleasure piers, but first of all they have a fine bath house.

When Ocean Park, long the most popular of the Santa Monica group of beaches, had but a thousand people, some courageous men spent $280,000 for a bath house, and one of them said not long ago that it was the best investment they had ever made. Ocean Park, Santa Monica and Venice have now grown into one big resort with seven miles of ocean frontage and a year-round population of fifty thousand or so, divided officially into Santa Monica and Venice. The Ocean Park bath house with five hundred dressing rooms is no longer adequate to the needs of the combined towns, though on a summer Sunday or holiday it accommodates thirty-five hundred bathers and has a mid-winter average of a thousand.

* * *

VENICE—THE MODERN.

But a short distance down the beach the Venice bath house stands ready to provide for even a greater number. This bath house is of concrete and the side facing the promenade has huge plate-glass windows, showing how the architects counted on that phase of human nature which makes most people want to do what they see someone else doing. People passing on the promenade watch the splashing, frolicking bathers in the tank and are suddenly seized with a desire to go and do likewise, and the ticket seller wears a continuous smile.

This plunge was built with special reference to the requirements of championship swimming events and water sports of all kinds. Many swimming contests have been held there, but lately they have been coaxed away to a still newer bath house a few miles down the coast at Redondo, which claims to have the last word in the way of bath houses.

The Venice bath house boasts filtered water which flows continuously into the great plunge from a fountain which throws a big stream high into the air and proves a constant temptation to swimmers, who can here indulge the desire always aroused by a flowing fountain.

* * *

REDONDO'S BEAUTY.

The new bath house at Redondo contains 1350 dressing rooms besides a complete Turkish and tub bath department. It has three swimming pools—a baby pool 30x70 feet, shallow enough for a baby to learn to swim as soon as he has learned to walk; a high diving pool of the same dimensions but with enough water that experts may dive from a height with safety and without interference from ordinary swimmers; and a swimming pool 70x157 feet with water from three to five feet deep.

All the pools have a continuous flow of water which pours in at the rate of 14,000 gallons a minute and out through numerous outlets, thus securing a supply of water almost as fresh as that in the ocean itself. Sanitary conditions are obviously of supreme importance in a plunge used by thousands daily. Care is the only saving grace. Without it a public bath house would soon become intolerable.

There is, of course, a difference of opinion as to the best method of keeping tanks clean. Some hold that a continuous inflow and outflow are better than frequent emptying of the tank. Others empty and refill the tank daily or every other day, according to the attendance, scouring bottom and sides of tank with antiseptics. But all know absolutely that nothing could save their investment if they ever became lax in their viligance on this point.

Another feature of importance is the ventilation. The moisture from the heated water and the drippings from bathers running along the decks evaporating rapidly tend to make the air close and disagreeable, to say nothing of the presence of hundreds of people in active exercise. The Ocean Park bath house is a notable example of how fresh air may be constantly introduced without causing dangerous draughts, and how the air in a bath house many years old and in constant use may be free from the typical bath house taint.

Other important points are arrangements for handling crowds with the greatest economy of time and attendants, and in the California bath houses this feature has been reduced to a science, as well as the question of laundry. In many of the bath houses the bathing suits are always dried in the sun, which gives them a fresher seeming than those put in steam driers.

When Long Beach was little more than a camp-meeting ground, some men who had faith in its future spent a hundred thousand dollars on a bath house, and they are agreed that this bath house is one of the chief reasons why the last census showed that Long Beach has gained nearly 700 per cent in population in the ten years between census takings.

* * *

BATH HOUSE ARCHITECTURE.

These are perhaps the most conspicuous of a chain of bath houses reaching from San Diego to San Francisco. Neither of these bay cities has held any frontage along the bays for pleasure purposes. San Diegans go to Coronado or to La Jolla for pleasure. Coronado has kept in line with a small but attractive swimming plunge between the Hotel del Coronado and Tent City. In order that San Diegans need not always cross the bay to Coronado for a swim, a most inviting bath house opens its hospitable doors directly across from the railway station. Built in a modified form of what is commonly known as the mission style of architecture, Los Banos suggests almost anything but a public bath. The ornate entrance, with balconies, towers and boxed palms, might be that of the villa of an oriental potentate. Within there is a single plunge 90 by 60 feet, lined with white tile and fitted with spring boards, slides, rings and all paraphernalia for aquatic amusement. On one day of the week this tank is reserved for women and girls. In most of the beach bath houses men and women use the plunges as they use the beach, in common. Long Beach is exceptional in having a small pool without galleries exclusively for women and children.

San Francisco is one of the few great cities of the world to have a stretch of beach within the city limits. But San Francisco's climate lacks the softness that coaxes people into the sea and its beach is rarely littered with bathers as are the beaches farther south. But San Franciscans are pleasure loving and athletic, and on the cliff above the beach is one of the most costly and elaborately equipped swimming baths in the world. It was built at a cost of $300,000 and tops the great rocks on which the seals disport themselves. It is a wonderful structure of steel and glass, the broad stretches of skylight and glass along the seaward side letting a flood of sunshine upon the bathers whenever the sun puts the fog to rout. There are a half-dozen tanks of varying sizes and depths, all lined with white porcelain, in which you find that sea water is green and not blue. High above the tanks run spacious galleries, and the palm-lined aisles and broad stairways hedged with tropical plants and the flood of light make it more like outdoors than would seem possible under a roof. Leading from the upper halls are rooms filled with various collections, forming a museum where those who tire of watching and waiting for bathers may amuse themselves. The Sutro baths and the Cliff House are monuments to the love that Adolph Sutro, a pioneer, had for San Francisco.

* * *

UP THE COAST LINE.

When Santa Cruz began to cater to the summer vacationist, one of the first things built along the water front was a domed and pinnacled Casino, one end of which is devoted to a swimming pool and the rest to dancing hall, grill, bowling alleys and other amusements that help to idle away vacation days. It is here that the people from the San Joaquin and Sacramento valleys come to rest and enjoy life when they finish harvesting their bumper crops of all sorts and they can have here the rare privilege of taking a dip in the surf or a swim in the plunge and, before their hair is dry, away in the heart of a grove of giant redwoods.

No effort is spared to make and keep the bath house the center of beach life at all California resorts. Los Banos del Mar at Santa Barbara has a band stand over the main entrance, which faces a pretty little plaza, and after a bath people may lounge on the grass or on the seats under the palms and enjoy the music. At Long Beach the afternoon band concert takes place just outside the bath house and thousands of idlers fill the sheltered seats or stretch on the sand under gay umbrellas dividing their attention between the music and the bathers that run back and forth between the plunge and the breakers. At Venice, Ocean Park, Redondo, the bath houses are at the land end of the great pleasure piers, and the bands play in their shadow, offering the quiet pleasure of good music to those whose hour in the plunge has brought a pleasing lassitude; while those who have been so invigorated as to need further outlet for exuberant spirits need go but a few steps to get a ride on some hair-raising, thrill-producing invention of the devil.

* * *

SOCIAL HAPPENINGS.

All the large bath houses are the scene of frequent social gatherings, professional contests and amateur aquatic sports. Water polo teams are found at play whenever the tanks are not too crowded. Tub races are another popular diversion. The contestants start out in tubs which they must row across the tank with their hands as oars, and anybody who thinks this is an easy task should jump into a tub and try it.

No bath house is complete without slides and rings and trapezes and platforms for high diving, and from time to time experts give impromptu exhibitions to those who chance to be in the bath.

This all-the-year opportunity for bathing and swimming has made California famous for its high percentage of good swimmers not only among men, but women and children. A California youngster might almost as well admit that he does not know his alphabet as that he cannot swim, if he is within the trolley's reach of the coast.

Swimming is recommended by all health culturists as one of the most healthful and developing exercises, and the common practice of it among Californians doubtless has much to do with their robust health.

A few years ago two young girls were brought by their father to Southern California for their health. They had no disease, but were frail and drooping and their father, a physician, knew they needed outdoor life and exercise. One of the first things he did was to buy them tickets at the nearest bath house, and it was but a year or two until one of those girls held the Pacific Coast championship for fancy diving and the other a coast swimming championship. The honors have since been won from them by others, and there is now a club of girls at the Los Angeles beaches who are challenging the world's clubs for a swimming match across San Francisco bay during 1915.

Another interesting development along the line of bathing facilities is the increasing number of swimming pools in the homes and gardens of Californians.

Naturally the most of these private pools are in the gardens, and most of them are entirely uninclosed. The spacious grounds surrounding so many California homes require a vast amount of water for irrigation, and it has become a very common practice to build a large reservoir somewhere in the garden quite near the house, beautify it with pillars or pergola, ornamental balustrade, shrubs and vines, and use the reservoir as a swimming pool, the water thus giving double pleasure. Because so much is required constantly for irrigation, the water is always delightfully fresh, and the bath-loving Romans could boast no greater luxury than such a bath as this under the blue California sky.

BERTHA A. RICH.

To a Purple Morning-glory.

I.

Morning-glory, messenger to me,
Calling with insistent trumpeting;
Royal in thy purple livery,
Comest thou commissioned by a king?
Thou could'st not have come so very far,
Dressed in silk and velvet as thou art—
Can it be that childhood's fairy Czar
Summons now the homage of my heart?
Joyously I'd go at his commands,
Loyal to his court I've ever been;
Long an exile, I, in alien lands
Waited message from mine elfin kin.

II.

Heart-shaped shield, thy shining leaf of green;
Pearl-tipped arrow is thy pistil white;
On thy breast a crimson star is seen;
In thy chalice shines an aureole light.
Emblems are these, sent from Fatherland?
Faith, then, in the unseen I maintain!
Love, Truth, Beauty in thine open hand
Through darkness brought, and on thy shield no stain.

LANNIE HAYNES MARTIN.

A rarely vigorous growth of the turpentine weed was noted in the interior valleys of Southern California last summer and fall. This weed, which has a peculiar acid and rather pungent odor, grows on stubble and summer-fallowed fields. Its blue flower yields considerable honey and the honey retains the flavor of the plant, but to a modified degree. Such honey, when it has stood long enough to reach the crystallized stage, is liked in preference to most others by a good many who enjoy eating the sweet substance.

One Lives Longer in the Great Southwest.

YOU WILL KNOW.
WHY SHOULD one choose to live in the Great Southwest?
There are many answers to this question, but when you consider the fact that quite a number of diseases and physical collapse. Considering the fact that quite a number of mental condition which is the forerunner of such assurance banishes that anxiety, that living almost without limit as to kind and quantity and wholly independent of the rains; that better educational facilities and more beautiful and commodious structures for the same cannot be found than those ascertain where he could find me. In order to impress him I informed him that ye were living in heaven (on the crest of Capitol Hill;) that he could not expect to reach heaven except through the Golden Gate

"Why I Like to Live in Southern California"—
A Symposium by Famous Southern Californians.

IT HAS been a long time since the Garden of Eden was at its best, yet one must go back to the first pictures of that famous resort to find anything so ideal as Southern California, and of course we only have the word of the sacred historian for that. The author of Genesis had never seen Los Angeles.

Southern California at least has one advantage over the beautiful garden which bloomed when time was youngest, which is that the people who come here stay. They may fall, but they never go away.

It happens that the warm exotic lands of the olive and the orange blossom, home of the pomegranate and the fig, have given the world its artists and its prophets, its dream and its song. As such a land Southern California is rapidly becoming the home of some of the world's most famous people. Their reasons for liking to live here are varied and vivid.

In a big and far-flung message to the world, like the Times Midwinter Number, the editor has believed that he could serve this land of beauty and prosperity no better than by having a few of the notable people who are here tell briefly why they came and why they stay.

A STATESMAN REPLIES.

One of the greatest living statesmen of America is former Senator George F. Edmunds, who five years ago purchased one of the beautiful homes on Orange Grove avenue, Pasadena, which he considers the finest street in the world and where he lives with his little family. He came here because his wife was ailing and this climate seemed the best in all the world for her condition. For twenty-five years this distinguished gentleman represented the State of Vermont in the United States Senate, resigning of his own accord, twenty-one years ago. He will be 87 years of age on February 1, and although he has long been retired, he takes a vivid interest in every national issue and every world question. Few men have his keen grasp of great movements. Few individual members of the Senate ever wrote so many laws in the statute books of this land.

"I came to California," said Mr. Edmunds a few nights before this edition went to press, "because I consider it the best climate the world has to offer to invalids or those who are growing old. The winters on the same latitude on the Atlantic Coast are not nearly so warm and they do not have the same amount of sunshine. They have killing frosts there, too, while here the delicate heliotrope blooms at my window the winter through. The heliotrope is my barometer. Few plants are so sensitive and none seem lovelier to me. We have ten fair days here to where they have four on the eastern coast, even so far south as Florida. We have none of the wind here that they have there and none of the close, cloudy days which are so discomforting.

"I would not disparage other cities of the Pacific coast. I know how delightful many of them are, but to my mind, nothing from San Diego to British Columbia is so pleasant for people who have retired as Pasadena. I do not say it is the best business place in the world, but that it is the most delightful home for the man who is no longer in business. It is one of the most quiet and orderly cities in the world. I have never seen a drunken man here. Everybody knows the beauty of its streets, with their masses of variegated trees and their radiant flowers.

"When I think of the glory of all of this western coast, and when I consider the immensity of its future population, I can imagine only one possible drawback, and that would be a want of water. I feel like sounding a warning on this point. We are dependent on the rain in the mountains and the mountain springs, and unless we do everything possible to conserve our watersheds and preserve the purity of that source the country will one day suffer through this negligence. To borrow an expression from the Bible, 'We must keep our eyes to the mountains whence cometh our strength.'"

* * *

TRAFFIC MAN'S VIEW.

During the latter years of his activity, Col. A. C. Bird used to cover 75,000 miles annually. He was first traffic manager of the Wabash system, then of the St. Paul Railway and was later director of traffic for all the roads in the Gould system, a position held at that time for the Harriman system by J. B. Stubbs.

Col. Bird is now 72 years of age and has made Southern California his home for nine years. He resided first at Compton, where he had a large ranch. Later he sold this and he now lives with his family on Huntington Terrace in Pasadena. He amuses himself in his retirement by buying the controlling stock in sugar factories and by raising beefsteak on the hoof. Only a few months ago he bought a mile square in California for a cattle ranch. Lately his health has been falling him, and he is now giving little personal attention to anything except the sunshine around the flowers of his dooryard. "I am living here," he said recently, "because this is the only place I know of where a man can simply wallow in climate. It is always as gentle as spring here. I found that out when I slipped into the habit years ago of coming to Southern California for all of my vacations.

"Next to the climate, I think I was won by your good roads. I am a railroad man, first, last and all the time, but I like automobiling and I feel that your good roads have added many years to my life.

"Another reason I have for liking Southern California is the way in which Los Angeles has preserved its industrial freedom. I have a profound respect for the splendid fight which Gen. Harrison Gray Otis has made for the liberty of his city and his country."

* * *

WHY THE NOVELIST LIKES IT.

Among literary men in Southern California, and they are legion, Stewart Edward White ranks with the country's greatest. Mr. White writes from his famous study, The Jumping Off Place, Santa Barbara:

—I can tell you in less than 300 words why I like California.

In the first place I think the climate is the most perfect of any part of the world with which I am acquainted, and I know most of them. To one fond of out-of-door life this is an ideal spot. In the second place, owing to the great tourist travel to the West, one is more certain here of meeting a greater variety of interesting people, and men who have done or are doing the world's work than any other one part of the world. In the third place, the development of California epitomizes to a novelist what in other and more settled communities would take a great many more years to bring about. One gets here a cross section of history compressed to tabloid form, so that one is able to follow the sort of civilization American people are accomplishing from inception to present state of development fairly under the microscope. And lastly, anyone who has spent a full year in California could not possibly live anywhere else.

Most sincerely yours,
STEWART EDWARD WHITE.

* * *

THE COLLEGE PROFESSOR.

One of the world's noted scholars and university men is Prof. James Main Dixon, director of oriental studies in the University of Southern California. This is his reason for living in the land beautiful:

—The writer of this has been engaged in university work in other countries and in other parts of this republic of ours. Born in Scotland, educated partly at its largest university, Edinburgh, and partly at its oldest, St. Andrews, where he took his degree, he first taught a university class in the last-named institution. The room was centuries old and had probably echoed to the voices of George Buchanan, of John Knox and of the Admirable Crichton. The walls of St. Andrews University stand on a bleak rocky plateau overlooking the German Ocean; to the east stretch the famous golf links, the oldest and best known in the world. The life of a professor or student there is singularly quiet and restful; he is in a corner of Scotland, among stone memorials of the past.

From St. Andrews I was called to the great city of Tokio in Japan, with its million and a half of population, a city seething with new life and new ideas. It is said to contain the largest student population in the world. In order to enter its university, where I taught literature and history, the demands made on candidates are very stringent, and my classes were not large. Moreover, there was always the barrier of language, and students seldom acquired our idioms perfectly. But the life outside was stimulating and we met various notables, from the Duke of York, now King George, to Sir Edwin Arnold and Rudyard Kipling. However, a foreign professor in the University of Japan was always, in essence, a visitor and locum tenens, without full power or influence, and the climate makes a Caucasian anaemic.

Invited to come here to the University of Southern California—for the mild climate did not woo me—I have found conditions more congenial than anywhere I have been. In the midst of an expansive city and an expansive university, I have been able to grow up a part of both. Students, undergraduate and graduate, flock hither from all parts of the country, and we must adjust our teaching to meet varied and exacting demands—a call that is stimulating to a real teacher. Then I can have my round at golf when I want, as in St. Andrews, and enjoy the restful ocean as there—and the neighboring hills as well. Also the great city now over half a million draws to it celebrities as Tokio did. Los Angeles is a world city, visited by notables like Viscount Bryce and Dr. Douglas Hyde. And the mild climate, with the opportunities of daily gardening—the ideal recreation for a scholar—is a real advantage for steady mental labor.

JAMES MAIN DIXON,
Director of Oriental Studies, University of Southern California.

* * *

A GREAT SOLDIER.

When Gen. B. J. Viljoen quit the Transvaal after his heroic support of the Dutch cause he came to Southern California and became a heavy investor here, particularly in the Imperial Valley. Here is his clear and characteristic answer to the question, "Why I like to live in Southern California:"

—To be quite frank I like to live in Southern California because of the many and varied opportunities which are offered, because I believe that development, especially agriculturally, is only commencing in earnest, while the market offered to producers of most any commodity right at Los Angeles and near-by well-populated points, could not be duplicated anywhere.

I like the class of people who have and are settling up Southern California. They are energetic and progressive, and above all, I find no knockers or growlers here. The knocker has killed many a good section of country and his absence here encouraged me greatly. The wealth of Southern California and the disposition of moneyed people to develop new enterprises along different lines, especially around Los Angeles and the Imperial Valley, gives a stimulus to the home-seeker and attracts many to this part of the country and that fact was an inspiration to me, because where people will invest their money to revolutionize and develop, there is where success will follow in spite of all elements to the contrary.

I like the climate of Southern California. The ideal winter climate of the Pacific Coast, and the moderate summer climate of the same region is far superior to the much heralded Riviera and the French and Italian coasts of the Mediterranean. I have really tried this and know whereof I speak.

B. J. VILJOEN.

* * *

WHY SCIENTISTS.

W. A. Spalding, for many years president of the Academy of Sciences of Los Angeles, knows why savants like living in Southern California. He says:

—If you were to ask Dr. Hale and his associates of the Mt. Wilson Solar Observatory why that great institution was located in Southern California they would probably assign as the prime consideration the fact that the upper strata of atmosphere in this section are remarkably free from dust and remarkably steady and satisfactory for telescopic work. Astronomy, which struggles so hard to eliminate error and shortcoming, sacrifices everything else for efficiency; and hence other considerations might not be named by the experts. But a layman could venture an opinion that the mild climate of Southern California is a factor, especially for an astronomer who is obliged to keep all-night vigils. It is true that the temperature of our mountain tops is rather keen in winter, but nothing to compare with similar altitudes in the Eastern and Northern States. A shorter range of variation in temperature makes for satisfactory work with the instruments and conduces greatly to the comfort of the operator. Then, too, the nearness to the source of supplies and the easy transportation is a decided factor. It makes a mighty difference in convenience and economy of operation whether an observatory is within a couple of hours of a modern American city or is located on some almost inaccessible peak of a far-distant, semi-civilized country.

Among the special advantages which Southern California has is the wonderful deposit of prehistoric animal remains in the Brea Beds, just outside the west boundary of Los Angeles city. This is undoubtedly the most extensive, most widely varied and best preserved deposit of fossils that the scientific world has ever discovered. This is so because nature for 200,000 years or such matter has here maintained an open trap for the capture of animals, birds, reptiles and insects of every kind, and has furnished her own embalming fluid and hermetically sealed chambers for the preservation of their skeletons.

Finally, the attractions of Southern California for the scientist may be summed up in the fact that there is here a congenial atmosphere for scientific work. Men of great capacity are doing great things in their various lines, and there is a widespread interest in and appreciation of the work they do. Southern California has an Academy of Sciences, located at Los Angeles, which has consistently and tirelessly promoted study and achievement for nearly a quarter of a century. Its bulletins go to educational centers the world over and keep students posted on important developments in this field.

* * *

ARTIST'S PARADISE.

Arists are here in numbers. Here is the way one noted painter expresses himself about the home of his adoption:

—I wonder many times how much I would miss California were I to leave here for my former surroundings, my former life, my former home, New York City? I know I should miss it even more than can be realized, for we only learn how much we really love a thing through parting with it.

Southern California seems like the trysting place where all lovers must first have met—where the spirit that pervades the air is love, the greatest force in the world. Out on the rolling hills which slope to the Pacific and on these hills where the wind sings sweet songs amidst the tall grasses, down in the valleys that answer the touch of man's hand so magically with a harvest, is the spirit of love that leads us on to the rainbow's end.

Was there ever moonshine more silvery than in California? Can you not see Lord Paolo in the garden of roses, wooing his Francesca. How the moonlight playing over the flowers changes them into still more beautiful spirits, bathed in a pool of translucent silver. From out that fairy quiet amidst the palms comes the song of mocking birds. Many times on just such a night have I stopped beneath the trees and felt a divine presence to whom I offered my gratefulness for having guided my steps to this land, which truly has been called "God's Country."

I see the beauty of the ever-changing Sierras; the eucalyptus and the pepper trees making wonderful designs like ancient laces against a cerulean sky; I see the endless beauty of the coast, and the majesty of the desert, but is it that which is visible that means the most? To me, it is this song of California hills and vales which makes me aspire for the furthermost star, and that renders the visible tenfold more beautiful than it really is.

HAMILTON ACHILLES WOLF.

* * *

WHY WOMEN.

Among the noted women artists who have built beautiful homes here is Miss Elizabeth Waggoner, whose delightful studio and salon is one of the most inviting and popular of the Southland. Miss Waggoner has this to say for the country's charms:

—It would be easy to rhapsodize over the delights our golden land offers to the painter, but it seems to me that a mere woman, more or less in love with life and work, would find California most livable from its cosmopolitan character. Almost nowhere outside the great capitals may one keep so closely in touch with the rest of the world as in Los Angeles. I know and love other southern cities, of quaint charm and proud traditions, where one might well dream a life away, lulled by the gulf breezes with their almost tropical fragrance, were one ever quite happy "the world forgetting, by the world forgot." It is no exaggeration to say that "all the world comes to California," and when this coming brings great creative spirits in all fields of art, the inspiration is immeasurable.

It was on the very top of a California mountain, in the so-called "retreat" of a most delightful woman, that the fresh page of a guest book caught my eye one day last winter. I saw there registered, among the guests of a week, one of the foremost Shakesperean actors of the day, a famous tenor from Paris, a great English contralto, en route to Australia, an eastern magazine writer of national reputation, a distinguished English actress—with many others. Need we have asked why our hostess was content to spend months of the year hidden away in this little corner of the earth, or questioned where she found the impetus to creative work? There, unfolded by the strengthening calm of her great mountains, she may still have the spur of contact with kindred spirits. Happy indeed is the woman who has her "workshop" in Southern California.

ELIZABETH WAGGONER.

RARE WINTER DELIGHTS

MILE PEOPLE of the eastern coast-
ers of ultry dressing boxes which people
set in and out of as quickly as possible. In
question of laundry. In many of the bath
houses the bathing suits are always dried
in the sun, which gives them a fresher
has brought a pleasing elasticity, while
those who have been so invigorated as to
need further outlet for enthusiasm exhibit

California's Outdoor and Indoor Swimming Pools.

Most Joyous Automobiling is in Sunshine Land.

BY A GIRL MOTORIST.

SHE KNOWS.

A GIRL CHAUFFEUR, in love with her machine and her city and State, I can think of no greater joy than automobiling in Southern California. People who have motored everywhere else in the world agree with me. Our country has every quality of delight. We have roads that lead from one enchantment to another. They unwind their sunny lengths through miles of loveliness. Each is a gleaming trail through vistas of incomparable beauty.

The spilling glory of the hills, the lavish verdure of the happy little valleys and the extravagant wealth of flowers on every hand, fringe each of our superb highways with ever refreshing views.

They are about to plant climbing roses along iron frames scattered from the city to the sea on the Santa Monica boulevard. This will add to the sumptuousness of one of the richest driveways in the world, but it was not necessary. Our roads are already so alluring by night and by day one wishes nothing better that the wind in the face, the magic of soft winds heavy with their gathered fragrance bathing the face as with a cool perfume and toying with the hair like hands at play, while one's engine is singing merrily at some thirty or forty miles an hour.

By the way, a fairly reasonable speed limit upon country roads is one thing for which the automobile driver in the Southland has to be thankful. One may go faster than a walk here without keeping their eyes upon the summit of every telephone pole in order to detect the motor cop in the act of detecting her.

It is perfectly true that now and then one of these unhappy gentlemen will emerge from some unexpected quarter, generally a hedge by the roadside, to delay one long enough to utter a gentle warning, but they are usually exceedingly polite policemen with a twinkle in their eyes and a genuine regret for the nuisance of speed laws. They are often as sorry as we for drives, and I suspect that every girl chauffeur in this sunny land has had her peace restored more than once and her journey unspoiled by their kindness. Still I am sure that every one of them does his duty and that when the worst comes to the worst we forgetful drivers get no more than our due.

One of the great features of this country is that you may drive almost every day in the year. The sun always shines at some time, even in our brief rainy season, and except for a rarely occasional storm we have only to throw a chain around hind wheels and keep going.

Our stunning roads are hard enough and well enough graded to shed water freely and there is no such thing as being disagreeably splashed nor any necessity for skidding.

It is wonderful to see the glow of the lights reflected in the wet asphalt at night. Some of these roads are so dark that the gleam of lights may be seen in them in the driest weather. It is glorious to see the stars blooming in the ground as if the road were a sort of milky way that had fallen to earth or as if the stars were daisies abloom in the fields.

Yes, we can always ride in Southern California with a choice of a thousand lovely destinations. One may go to the sea about forty different ways. One may drive through hundreds of charming villages. One may go to San Diego in a few hours and then from San Diego over a wonderful road right through the mountains over a pass 7500 feet high and into the Imperial Valley, which is like another world and one of entrancing beauty. The imperial country is dotted with interesting cities and good automobile roads connect them all. For a three or four-day trip in the winter time nothing in Southern California surpasses this.

Of course all of San Diego county, with its rich back country, fine roads, old missions, prosperous and picturesque ranches, its entrance to Mexico, its mountains and its valleys offers many days of the greatest delight to those with the leisure for longer outings.

Our roads leading to the north are splendid and are getting better every day. The run from here to Santa Barbara is one of perpetual joy.

The road to Burbank, Van Nuys and Owensmouth is something different again. Leading by beautiful Hollywood and through the lovely Cahuenga Pass it opens into the great San Fernando Valley, one of the loveliest under the sun.

In the beginning I said something about the flowers, but not half enough. Many of the roads are lined with poppies in their season and often they seem to cut through the golden heart of spreading poppy fields. All the way from Los Angeles to San Bernardino, Redlands and Riverside one passes through miles of orange blossoms and of lemon groves.

To the strangers who arrive here in increasing numbers, on their long overland journeys from the East, perhaps nothing adds so much to the fascination of automobiling in Southern California as the lavish wealth of the orange orchards. No doubt the owners of these beautiful trees imagine that they are planting the golden fruit for a harvest of golden dollars, but they are really beautifying the land to the increasing joy of the automobilists.

From six to twenty cars arrive in Los Angeles every day on the long journey from New York. The orange blossoms are like a white and perfumed miracle to these parties. The avenues of orange trees and their spilling perfume seem payment enough to these people for the hardships enduring along the way from that other sea to the Pacific.

Our cities are not the least attraction of the many our Southland offers. Here in Los Angeles we have miles of glorious avenues and boulevards traversing sections of beautiful homes. This means miles of dooryards where the flowers in every season smile with bright welcome. We have parks, through which one may drive the whole day through with wonderful places to rest and to spread a feast at the most picturesque points. There are more than a hundred banquet tables under the trees in Griffith Park alone and there is a new view at every bend and there is fifteen miles of splendid roadway. The view from the summit of Elysian Park is an amazing world of green by day, with burning acres of lights at the feet by night.

The road to the summit of Mt. Wilson and that leading around the base of the mountains from Sierra Madre to Tropico is a continuous procession of happy automobilists and something always inviting. Orange Grove avenue in Pasadena has become one of the famous driveways of the world and is perhaps the most beautiful street in the world. One might write columns on this subject and not begin to enumerate in detail the joys of automobiling in Southern California.

California Names.

The counties of California derived their names almost wholly from Spanish or Indian sources. The Spanish names are the more numerous, and, in common with the place-names of similar origin in the southwestern portion of the United States, relate largely to the religion of the early explorers of this nationality. A few counties bear the names of men identified with the history and development of the State.

The origin and significance of these county-names has been traced by the United States Geological Survey, in co-operation with the historical societies of the State.

Del Norte county, situated in the northwest corner of the State, has a Spanish name signifying "of the north."

Siskiyou county is said by some to have a corruption of the original name given the district by the French, six cailloux, meaning "six boulders." Others claim it is an Indian word meaning "bob-tailed horse," the Siskiyou mountains between California and Oregon having been so named because a famous bob-tailed race horse was lost on the trail.

Modoc bears the name of an Indian tribe, the word in its original form signifying "southerners."

Humboldt county owes its name to the geographer, Baron Alexander von Humboldt, for whom the counties in Iowa and Nevada were also so called.

Trinity county took its name from Trinity River, which was so called from the supposition of its first American explorers that it emptied into the Bay of Trinidad.

Shasta county was named from the Indian tribe, Saste or Shastika.

Lassen county derived is name from Peter Lassen, an early explorer.

Mendocino county took its name from Don Antonio de Mendoza, the viceroy of Mexico.

Tehama derived its name from the Indian, the word being said to mean "high water." The name was applied from the fact that at certain seasons the Sacramento River overflowed its banks in this section, partially submerging the country.

Glenn county was named in honor of Hugh J. Glenn, a prominent resident of the county.

Butte county took its name from Marysville Buttes. It is a French word meaning "small knoll" or "small hill."

Plumas took its name from the Feather River. It is a Spanish word meaning "feathers."

Sierra county has the Spanish name for "mountain range."

Sonoma county is said to have been named for the chief of the Chocuyens, the word signifying "valley of the moon."

Lake is one of the twelve counties in the United States taking their name from the presence of lakes.

Colusa county is named from the Korusi tribe of Indians.

Sutter county owes its name to Col. John Sutter, on whose land the first gold was discovered in California by John Marshall.

Yuba county derived its name from the original Spanish designation of the Yuba River, el Rio de las Uvas, "the river of the grapes."

Nevada county has a Spanish name signifying "snow-clad," or "snowy land," and first applied to the snow-capped mountains.

Placer county derived its name from the Spanish plaza, meaning "place;" in mining districts, a place where surface deposition is washed for valuable minerals.

El Dorado county, the first in which gold was discovered, has a Spanish name meaning "the gilded."

Marin was named for the celebrated chief of the Lecatuit, or Likatuit, tribe.

Napa county is said to be Indian-named, the word signifying "city" or "house."

Solano county was named for a chief of the Suisun Indians.

Yolo derived its name from the Indian, meaning "place abounding with rushes," or, according to another authority, "possession of royal blood."

Sacramento county is Spanish-named, the word meaning "the sacrament."

Amador county was named for Joseph M. Amador, formerly manager of the property of the San Jose Mission.

Alpine county was so called because of its mountainous surface, being traversed by the Sierra Nevada. Many places in the United States bear this name in reference to their elevation.

San Francisco county is said by some of have been named for the old Spanish mission of San Francisco de Asis; by others to have been named for the founder of the order to which Father Junipero, the discoverer of San Francisco Bay, belonged.

San Mateo county has the Spanish name for Saint Matthew.

Contra Costa is Spanish-named, the phrase signifying "coast opposite another."

Alameda county has a Spanish name meaning "poplar grove," or, in the ordinary use of the word, "promenade."

San Joaquin county is also Spanish-named, the phrase signifying "whom Jehovah has appointed."

Calaveras has a Spanish name meaning "skull," and was so called from the number of skulls found in the vicinity, supposed to be the remains of a bloody battle among the Indians.

Tuolumne county was named from an Indian tribe. The word is probably a corruption of talmalamne, meaning "a group of stone huts" or "collection of wigwams."

Mono county has a Spanish name meaning "monkey."

Santa Cruz is also Spanish-named, the phrase signifying "holy cross." A county in Arizona also has the name.

Stanislaus took its name from a resident family.

Santa Clara county was named for the old Spanish mission.

Monterey county owes its name to Count de Monterey, viceroy of Mexico. It is a Spanish name meaning "mountain of the king."

San Benito has for name the Spanish form of Saint Benedict.

Merced county has a Spanish name signifying "mercy."

Mariposa county was named for the flower which grows abundantly there. It is a Spanish word meaning "butterfly."

Madera county has a Spanish name signifying "lumber." The county having been formed from a part of Fresno county after the building of the town of Madera, it was named from the town, which was a lumber center.

Fresno county took its name from the heavy growth of ash trees, the word being the Spanish for "ash tree."

Tulare county has an Indian name signifying "place of tules" or "place of reeds."

San Luis Obispo county was named from an old Spanish mission. The name means "Saint Louis, bishop."

Santa Barbara county also took its name from a mission.

Kern county was named for three brothers, identified with the development of the country.

Ventura county is Spanish-named, the word meaning "luck," "fortune," "favorable chance."

Los Angeles has a Spanish designation meaning "the angels."

San Bernardino county was named for the old Spanish mission.

Orange county took its name from its large orange groves. A Florida county was similarly named.

Riverside county is one of forty places in the country so named because of their location.

San Diego county has for name a corruption of Saint Iago, the patron saint of Spain.

STUART B. STONE.

A Country of Contrasts.

It is only a short trip from the orange groves to the snow-crowned summits of the mountain ranges. Both are within easy view. The man from the South will be regaled by the sunny glimpses of the bright mesas; the man from the West will think of back home when he plows through the familiar snow.

Tall Corn.

There were fields of corn in Imperial Valley last autumn where the corn stalks were said to be seventeen feet high, and the lowest ears ten feet from the ground. Without the use of a step ladder roasting and boiling ears of corn were beyond the reach of most people.

THE CALL OF THE LAND.

BY LEWIS R. FREEMAN.

It throbs through the noontide crushes
  Where the gaunt street canyons yawn,
It thrills in the traffic's hushes
  In the dark before the dawn;
Now vibrant and tense with pity,
  Now ringing with sharp command,
Summoning souls from the city—
  Hark to the Call of the Land!

"I have fed your mouths from my bounty
  Since the days when you toiled alone
And turned up my virgin meadows
  With your spades of wood and bone.
I have watched your eyes grow restless
  I have seen you pause and part,
Drawn from your ancient mother
  By the lure of the court and mart.

"Engulfed in the sordid city,
  And deaf to my warning cry,
I have seen you reel and stumble,
  I have seen you faint and die;
I have heard your sobs of anguish,
  I have heard your groans of pain,
And I raise my voice to warn you,
  I reach you my arms again.

"Are you broken in heart and body?
  Are you shrunken in mind and soul?
Hasten back to me, your mother,
  And my care will make you whole.
Are you shaken in faith and discouraged?
  Are you buffeted, bruised and sore?
Creep out to me from the gutters
  And I'll make you men once more.

"Come out to me in the open
  From the dark where you cringe and grope;
Let your thews grow big with labor,
  While your hearts grow great with hope.
You shall stand with your heads in the sunshine,
  You shall stand with your feet on the sod,
And your faith in me shall lead you
  To a surer faith in God."

Los Angeles Times—Part VI.

Annual Midwinter Number

32 PAGES. JANUARY 1, 1915. PRICE 10 CENTS.

Column Forward!

Garden, West Hollywood

FOR SALE— Bungalows.

FOR SALE—

$4200—ONLY—$4200
$600 CASH—CASH $600
BALANCE LIKE RENT.

THIS BEAUTIFUL NEW HOME FINISHED IN MAHOGANY IS LOCATED BETWEEN THE YELLOW AND RED CAR LINES IN THE CLOSE-IN SOUTHWEST. WIDE STREET AND PARKINGS. ORNAMENTAL TREES, LAWN AND FLOWERS ALL IN. BEST OF CAR SERVICE. SEVEN LARGE AND AIRY ROOMS. CEMENT PORCH ACROSS THE FRONT AND SIDE. MASSIVE MAHOGANY FRONT DOOR LEADING INTO A BEAUTIFULLY DECORATED LIVING-ROOM, FINISHED ENTIRELY IN MAHOGANY; OLD-FASHIONED FIREPLACE; EXTRA LARGE DINING-ROOM, PANELED WALLS, FRENCH DOORS TO A CEMENT VERANDA; LARGE BUFFET, PLATE GLASS AND OF EXCLUSIVE DESIGN; HARDWOOD FLOORS; DAINTILY DECORATED BREAKFAST-ROOM WITH BUILT-IN BUFFET; FRENCH DOORS TO THE PERGOLA; TWO LARGE AND AIRY BEDROOMS DAINTILY DECORATED, SIDE ELECTRIC FIXTURES AND LARGE CLOSETS. DANDY LARGE SLEEPING PORCH THAT YOU WILL THOROUGHLY ENJOY; BATHROOM CONVENIENTLY ARRANGED ON THE HALLWAY CONNECTING

FOR SALE— Farm Lands.

FOR SALE—

SUNNYMEAD ORCHARD TRACT.

WE CONSIDER SUNNYMEAD ORCHARD TRACT THE BEST LAND FOR SMALL FARMS THAT IS AVAILABLE IN SOUTHERN CALIFORNIA FOR ANYTHING NEAR THE PRICE. EXPERTS HAVE CONFIRMED OUR OPINION. THE ORANGES, OLIVES AND LEMONS GROWN THERE ARE OF THE HIGHEST CLASS. NO FRUIT PESTS. THE WATER CONDITIONS ARE EXCELLENT—960 GALLONS PER HOUR DURING THE YEAR FOR EACH TEN ACRES SOLD. THE SOIL IS RICH, THE ALTITUDE IS JUST RIGHT, THE LAND IS LEVEL. IT IS NEAR A BEAUTIFUL CITY WITH PAVED ROADS TO THE VALLEY. CONDITIONS EXCELLENT FOR VEGETABLES—TWO CROPS OF POTATO GROWN THERE THIS YEAR. WE CAN DELIVER THIS LAND IN TRACTS OF FIVE ACRES AND UP FOR $225 PER ACRE AND UP. TERMS, ONE-TENTH CASH AND 1 PER CENT. A MONTH. CALL TODAY, OR WRITE US FOR DESCRIPTIVE LITERATURE.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE—A GREAT BARGAIN IN TEN ACRES

FOR EXCHANGE— Houses and Lots.

FOR EXCHANGE—HAVE MODERN 5-ROOM bungalow, $3000 clear. Will pay cash difference up to $6000 for good orange land or up to $10,000 for orange grove. Must be close to Los Angeles.

Clear business lot on Vermont very close to Manual Arts High School, 50x150. Value $5000. Want residence to full value.

Want modern 7-room bungalow to $4500. Must be on high ground close to red car line. Will put in clear unrestricted lot in Southwest, value $1800, as first payment.

Dandy 5-room cottage in Pico Heights, value $3500, mortgage $2100. Want clear suburban lot for equity.

12-room modern residence, Sierra Madre, fine corner lot 196x300. Several full bearing orange and lemon trees in year. Price $15,000. Mortgage $5000. Want Los Angeles income and will assume equal amount.

Ten-room two-story modern residence, South Bonnie Brae, close to Westlake, lot 55x150. Fine lawn, trees, garage. Price $10,000. Clear. Want citrus or alfalfa land to full amount.

Nine-room two-story modern, large lot with inlaid sprinklers in lawn. Garage for two machines. One of the most modern residences in the Wilshire

FOR SALE— West Adams Park.

WEST ADAMS PARK—
THE SUBDIVISION SUPERB.
BEAUTIFUL LOTS $850 TO $1150.
EXQUISITE HOMES $3450 TO $3850.
TERMS LIKE RENT.

IN THE SHADOW OF WEST ADAMS HEIGHTS WHERE STAND SOME OF THE CITY'S MOST STATELY MANSIONS—HOMES WORTH $40,000 AND UP; THAT'S THE KIND OF ENVIRONMENT YOU WILL FIND YOURSELF IN AT THIS BEAUTIFUL HOME SPOT. LOCATED ON THE WEST ADAMS STREET CAR LINE, IN THE MOST FAVORED PATH OF THE CITY'S FASTEST WESTWARD GROWTH, WEST ADAMS PARK OFFERS TO BOTH HOMESEEKER AND INVESTOR A LITTLE MORE THAN YOU HAVE BEEN ACCUSTOMED TO SEEING. NO MORE SUPERB MOUNTAIN VIEW IS AFFORDED ANYWHERE IN SOUTHERN CALIFORNIA THAN AT WEST ADAMS PARK. SITUATED JUST WEST OF THE CITY LIMITS WITH 5-CENT CAR FARE, GAS, ELECTRICITY, PAVED STREETS, WIDE PARKINGS, GROWING TREES, AND A REAL SEWER SYSTEM, YOU WILL ENJOY ALL THE ADVANTAGES OF CITY LIFE AND STILL

Watteľs Japanese G

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Two Los Angeles Beauties

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$600 CASH—CASH $600
BALANCE LIKE RENT.

THIS BEAUTIFUL NEW HOME FINISHED IN MAHOGANY IS LOCATED BETWEEN THE YELLOW AND RED CAR LINES IN THE CLOSE-IN SOUTHWEST. WIDE STREET AND PARKINGS. ORNAMENTAL TREES, LAWN AND FLOWERS ALL IN. BEST OF CAR SERVICE. SEVEN LARGE AND AIRY ROOMS. CEMENT PORCH ACROSS THE FRONT AND SIDE. MASSIVE MAHOGANY FRONT DOOR LEADING INTO A BEAUTIFULLY DECORATED LIVING-ROOM, FINISHED ENTIRELY IN MAHOGANY; OLD-FASHIONED FIREPLACE; EXTRA LARGE DINING-ROOM, PANELED WALLS, FRENCH DOORS TO A CEMENT VERANDA; LARGE BUFFET, PLATE GLASS AND OF EXCLUSIVE DESIGN; HARDWOOD FLOORS; DAINTILY DECORATED BREAKFAST-ROOM WITH BUILT-IN BUFFET; FRENCH DOORS TO THE PERGOLA; TWO LARGE AND AIRY BEDROOMS DAINTILY DECORATED, SIDE ELECTRIC FIXTURES AND LARGE CLOSETS. DANDY LARGE SLEEPING PORCH THAT YOU WILL THOROUGHLY ENJOY; BATHROOM CONVENIENTLY ARRANGED ON THE HALLWAY CONNECTING THE BEDROOMS, WITH ALL THE LATEST FIXTURES AND BUILT-IN EFFECTS. JUST A WORD REGARDING THE MOST INTERESTING KITCHEN: FINISHED IN WHITE ENAMEL, WOODSTONE DRAINBOARD; HOOD FOR THE STOVE, FLOUR BINS, COOKER, SPICE DRAWERS, HOT WATER HEATER, BUILT-IN IRONING BOARD, AND, IN FACT, EVERYTHING FOR CONVENIENCE. LARGE SCREEN PORCH WITH LAUNDRY TRAYS. THIS IS POSITIVELY ONE OF THE BEST SNAPS WE HAVE HAD IN A LONG TIME. AND WHEN YOU CONSIDER THE HOUSE ITSELF, THE LARGE CORNER LOT AND THE LOCATION, YOU WILL READILY APPRECIATE THE VALUE. JUST THINK! FIRST-CLASS IN EVERY RESPECT AND ONLY $4600, $600 DOWN, BALANCE LIKE RENT. CALL US UP AT ONCE, AS IT SURELY WILL NOT LAST LONG.

BUNGALOW DEPARTMENT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045

FOR SALE—
ONLY $100 CASH, BALANCE $20 MONTHLY.

BEAUTIFUL 5-ROOM BUNGALOW LOCATED IN A BEAUTIFUL BUNGALOW SECTION IN THE SOUTHWEST. THIS IS ONE OF THE MOST COMPLETE BUNGALOWS IN SOUTHERN CALIFORNIA, HAVING ALL BUILT-IN FEATURES SUCH AS HANDSOME FIREPLACE, BOOKCASES, BUILT-IN LIBRARY, ETC., COZY DINING-ROOM WITH BUILT-IN BUFFET AND PASS PANTRY. STRICTLY CABINET KITCHEN, WHICH IS CERTAINLY A MODEL OF CONVENIENCE; TWO AIRY BEDROOMS OPENING TO A COMPLETE BATHROOM; HARDWOOD FLOORS, NICE LARGE LIVING PORCH; ALSO SCREEN PORCH AND LAUNDRY IN BACK. THIS IS A RARE OPPORTUNITY TO GET A COMPLETE HOME. PRICE ONLY $2750, TERMS, $100 CASH AND $20 MONTHLY. PHONE US AT ONCE FOR APPOINTMENT. THAT WE MAY TAKE YOU OUT AND SHOW YOU THIS EXCELLENT SNAP.

BUNGALOW DEPARTMENT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE—
$2650 BARGAIN.

THIS BEAUTIFUL SIX-ROOM BUNGALOW IS LOCATED CLOSE TO 39TH STREET AND WESTERN AVE. LARGE SOUTH FRONT LOT AND CLOSE TO SCHOOLS, STORES AND CHURCHES. ONLY ONE BLOCK FROM TWO CAR LINES; CEMENT PORCH; LARGE FRONT LIVING-ROOM WITH DANDY MANTEL, WRITING DESK, BOOKCASES, ETC. DINING-ROOM HAS BUILT-IN BUFFET, PANELED WALLS, ETC. TWO LARGE ROOMY BEDROOMS, LARGE SLEEPING PORCH; STRICTLY CABINET KITCHEN, ALL MODERN CONVENIENCES; WOODSTONE DRAIN BOARD, HOOD, BINS, ETC. HARDWOOD FLOORS IN ALL MAIN ROOMS. THIS PRETTY HOME IS GOING TO BE SOLD QUICK. TERMS ONLY $200 CASH, BALANCE $25, INCLUDING INTEREST. PHONE THE BUNGALOW DEPARTMENT AT ONCE FOR APPOINTMENT TO SEE THIS BIG SNAP.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE— Houses.

WILSHIRE BUNGALOW.
$5250.
WAS $6250.

THIS IS CERTAINLY ONE OF THE PRETTIEST, BEST ARRANGED BUNGALOWS IN THE ENTIRE WILSHIRE DISTRICT. NEW, MODERN AND LOCATED IN ONE OF THE BEST RESIDENTIAL SECTIONS OF THE CITY. WIDE CEMENT PORCH EXTENDS ACROSS THE FRONT OF THE HOUSE; ALSO PORCH OFF WHICH FRENCH DOORS LEAD INTO DINING-ROOM AND BREAKFAST-ROOM. THE MASSIVE MAHOGANY FRONT DOOR OPENS INTO A BEAUTIFUL LARGE LIVING-ROOM AT ONE END OF WHICH IS A MANTEL EXTENDING CLEAR ACROSS THE ROOM, AND A TILE FIREPLACE. AT THE OTHER END OF THE ROOM SLIDING DOORS OPEN INTO A COZY DEN. BACK OF THE LIVING-ROOM IS A LARGE, CONVENIENT DINING-ROOM WITH BUILT-IN BUFFET, ETC. BEAUTIFULLY DECORATED, SUNNY BREAKFAST-ROOM WHICH OPENS OFF THE MOST UP-TO-DATE AND CONVENIENTLY ARRANGED KITCHEN ONE COULD IMAGINE. LARGE SCREEN PORCH WITH TWO LAUNDRY TRAYS, BROOM CLOSET, ETC. TWO LARGE LIGHT AND AIRY BEDROOMS, CONVENIENTLY ARRANGED TO TILE BATH, PEDESTAL LAVATORY AND ALL MODERN BUILT-IN EFFECTS. THE ENTIRE HOUSE IS BEAUTIFULLY DECORATED AND ALL THE FLOORS ARE HARDWOOD. THE OWNER IS GOING EAST AND MUST DISPOSE OF THIS PROPERTY. THE PRICE IS WAY UNDER VALUE. TO SEE IT IS TO BUY IT. PHONE US PROMPTLY FOR APPOINTMENT. HOUSE AND LOT DEPARTMENT.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE—
WILSHIRE RESIDENCE.
SACRIFICE PRICE
ONLY $17,500.

AS FINE A RESIDENCE AS THERE IS IN THE ENTIRE WILSHIRE DISTRICT, 250 FEET FROM WILSHIRE BOULEVARD ON PAVED STREET, ALL BUILT UP WITH FINE HOUSES. ONE-HALF BLOCK FROM CAR LINE. A TWELVE-ROOM WHITE PLASTERED HOUSE WITH TILE ROOF AND 12-FOOT CEMENT PORCH ACROSS FRONT. HALL, LIVING-ROOM, DINING-ROOM, BREAKFAST-ROOM AND DEN ALL FINISHED IN GENUINE MAHOGANY; REST OF THE HOUSE IN OLD IVORY ENAMEL. LARGE KITCHEN AND PASS PANTRY WITH ALL BUILT-IN EFFECTS; MAID'S ROOM AND BATH OFF OF LARGE SCREEN PORCH; FURNACE, AUTOMATIC HEATER, ETC. FOUR LARGE BEDROOMS, SLEEPING PORCH AND TWO DRESSING ROOMS, TWO LARGE TILE BATHS, ETC., UPSTAIRS. THIS IS THE BEST BUILT HOUSE WE KNOW OF AND ALSO THE BEST BARGAIN. DOUBLE CEMENT GARAGE WITH TILE ROOF. SHRUBBERY, FLOWERS, FRUIT TREES, ETC. VERY LARGE LOT. THIS IS A NEW HOUSE AND WELL WORTH $21,000. MUST BE SEEN TO BE APPRECIATED. SHOWN BY APPOINTMENT ONLY. OUR AUTOMOBILES AT YOUR SERVICE. HOUSE AND LOT DEPARTMENT.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE— Farm Lands.

FOR SALE—
SUNNYMEAD ORCHARD TRACT.

WE CONSIDER SUNNYMEAD ORCHARD TRACT THE BEST LAND FOR SMALL FARMS THAT IS AVAILABLE IN SOUTHERN CALIFORNIA FOR ANYTHING NEAR THE PRICE. EXPERTS HAVE CONFIRMED OUR OPINION, THE ORANGES, OLIVES AND LEMONS GROWN THERE ARE OF THE HIGHEST CLASS, NO FRUIT PESTS. THE WATER CONDITIONS ARE EXCELLENT—960 GALLONS PER HOUR DURING THE YEAR FOR EACH TEN ACRES SOLD. THE SOIL IS RICH, THE ALTITUDE IS JUST RIGHT, THE LAND IS LEVEL. IT IS NEAR A BEAUTIFUL CITY WITH PAVED ROADS TO THE VALLEY. CONDITIONS EXCELLENT FOR VEGETABLES—TWO CROPS OF POTATO GROWN THERE THIS YEAR. WE CAN DELIVER THIS LAND IN TRACTS OF FIVE ACRES AND UP FOR $225 PER ACRE AND UP. TERMS, ONE-TENTH CASH AND 1 PER CENT. A MONTH. CALL TODAY, OR WRITE US FOR DESCRIPTIVE LITERATURE.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE—A GREAT BARGAIN IN TEN ACRES near Riverside. This is positively a first-class piece of property and is as good as any land in Riverside county—only half mile from State Highway—deep, rich, sandy loam, silt soil. An abundance of water; price only $2250 and only $225 cash, balance to suit.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE—WE OFFER ONE OF THE RAREST bargains in land to be had. Forty acres level land near Riverside which has certainly been overlooked. Every inch cultivated; deep rich sandy loam silt soil; an abundance of water piped to the land. Price only $9000. Terms only $900 cash, balance to suit.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

BUSINESS OPENINGS AT SUNNYMEAD—
The great Sunnymead Orchard Tract of 1800 acres is being rapidly sold and orchard planting will be in progress very soon. There is a good opening for general store, cement worker and an auto repair shop. Special inducements to settlers with such occupations.

ROBERT MARSH & CO.,
GENERAL SALES AGENT,
10175. 200 Marsh-Strong Bldg. Main 5045.

TO LET—GRAIN, POTATO AND VEGETABLE land, 400 acres of the choicest land in Riverside county to lease in 10, 20 and 40-acre pieces. Abundance of water for all purposes. Land will grow two crops a year.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

20 ACRES WITH GOOD 4-ROOM MODERN house. Domestic well, etc. Splendid ground for truck gardening. Price only $2500. Terms. ROBERT MARSH & CO., 200 Marsh-Strong Bldg.

HAVE 3-ACRE RANCH WITH 5-ROOM PLASTERED house, barn, chicken corrals, and one acre of fruit. Price $5000. Mortgage $2500. Want bungalow to $4500. Must be on high ground. ROBT. MARSH & CO., 200 Marsh-Strong Bldg.

10 ACRES OF LAND SUITABLE FOR SMALL dairy or chicken ranch. Good 4-room house and barn already built. Price only $1200. ROBERT MARSH & CO., 200 Marsh-Strong Bldg.

5 ACRES OF CHOICE LAND PARTICULARLY adapted to small farming, only $250. Water available from adjoining land. ROBERT MARSH & CO., 200 Marsh-Strong Bldg.

FOR SALE— Poultry Ranches.

WE HAVE A REMARKABLE BARGAIN IN A poultry ranch of 3½ acres, located within one-quarter mile of Pacific Electric, only a few miles from Los Angeles. 1½ acres in bearing Valencias, also small fruits and vegetables. Good 4-room bungalow, chicken houses, corrals, etc. The owner of this property is compelled to sell and has given us a real sacrifice price of only $2250. Easy terms.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

INSURANCE—

INSURANCE FOR EVERYBODY—
EVERY FORM OF INSURANCE IS HANDLED BY OUR INSURANCE DEPARTMENT. FIRE, AUTOMOBILE, COMPENSATION, LIABILITY, ACCIDENT, LIFE, MARINE, BURGLARY, PLATE GLASS, SURETY BONDS, FIDELITY BONDS, ETC. LONDON LLOYDS IS REPRESENTED BY US EXCLUSIVELY IN THIS TERRITORY, AS ARE OTHERS OF THE BEST AND STRONGEST COMPANIES. WE ADJUST AND PAY ALL CLAIMS THROUGH OUR OWN OFFICE—AN IMPORTANT POINT FOR POLICY HOLDERS TO CONSIDER.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR EXCHANGE— Suburban Property.

FOR EXCHANGE—
MOST BEAUTIFUL SUBURBAN HOME WITHIN 30 MINUTES OF THE CITY. FOURTEEN ACRES IN THE FOOTHILLS NORTHWEST OF GLENDALE; SIX ACRES ARE IN FULL-BEARING NAVEL ORANGES, YIELDING A LARGE CROP EVERY YEAR AND COMMANDING THE HIGHEST PRICES; PERFECT IRRIGATION SYSTEM; MODERN BUNGALOW WITH ALL CITY CONVENIENCES; COLD MOUNTAIN WATER; EVERYTHING IN PERFECT CONDITION; HIGH AND SIGHTLY, OVERLOOKING THE WHOLE SAN FERNANDO VALLEY AND SURROUNDING TOWNS. A QUIET, RESTFUL HOME PLACE, WHERE IT IS A PLEASURE TO LIVE. PRICE $25,000. WOULD CONSIDER BUNGALOW TO $7500 IN LOS ANGELES OR ANY SURROUNDING FOOTHILL TOWN IN PART EXCHANGE, BALANCE LONG TIME.

W. P. McINTOSH, with
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE— Business Properties.

WE HAVE FOR SALE A BUSINESS LOT ON MAIN STREET, BETWEEN PICO AND WASHINGTON, 30x150, IMPROVEMENTS OF NOMINAL VALUE. WE WANT TO SELL; ANY REASONABLE CASH OFFER WILL BE ACCEPTED.

WHAT WE CONSIDER AN EXCEPTIONAL OPPORTUNITY IS 60 FEET OF BROADWAY FRONTAGE AT $5500 PER FOOT. THIS IS CONSIDERABLY LESS THAN SURROUNDING VALUES AND IS A SURE MONEY-MAKER FOR THE MAN WHO GRASPS IT.

WE ARE EXCLUSIVE AGENTS FOR SEVERAL 99-YEAR LEASES ON DOWNTOWN BUSINESS PROPERTY, WHICH CAN BE SECURED ON VERY ATTRACTIVE TERMS.

SEE MR. WEATHERHOLT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR EXCHANGE—SPLENDID DOWNTOWN BUSINESS LOT SOUTH OF SIXTH STREET AND FINE INCOME PROPERTY, INCLUDING 50-ROOM HOTEL. STORES ETC. PRICE $115,000, FOR AN APARTMENT HOUSE UP TO $150,000. INQUIRE OF

GREENLEE AND KEEFER,
EXCHANGE DEPARTMENT,
ROBERT MARSH & CO.
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR EXCHANGE— Houses and Lots.

FOR EXCHANGE—HAVE MODERN 5-ROOM bungalow, $3000 clear. Will pay cash difference up to $4000 for good orange land or up to $10,000 for orange grove. Must be close to Los Angeles.

Clear business lot on Vermont very close to Manual Arts High School, 50x150. Value $5000. Want residence to full value.

Want modern 7-room bungalow to $4500. Must be on high ground close to red car line. Will put in clear unrestricted lot in Southwest, value $1800, as first payment.

Dandy 5-room cottage in Pico Heights, value $3500, mortgage $2100. Want clear suburban lot for equity.

12-room modern residence, Sierra Madre, fine corner lot 196x300. Several full bearing orange and lemon trees in year. Price $15,000. Mortgage $5000. Want Los Angeles income and will assume equal amount.

Ten-room two-story modern residence, South Bonnie Brae, close to Westlake, lot 55x150. Fine lawn, trees, garage. Price $10,000. Clear. Want citrus or alfalfa land to full amount.

Nine-room two-story modern, large lot with inlaid sprinklers in lawn. Garage for two machines. One of the most modern residences in the Wilshire district. Price $20,000. This residence when rented brings in $150 per month. Will exchange for good raw land in Southern California up to $20,000.

EXCHANGE DEPARTMENT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE OR EXCHANGE— Orange Groves.

40 acres adjoining the city of Cucamonga, 22 acres Navels, 14 acres lemons, 2½ acres of grapefruit, 1½ acres yard and family orchard; 5-room house, plenty of water, very reasonable. The present crop of lemons, which will be harvested between now and February 1st, is estimated to be worth in excess of $10,000. This grove for the past several years has shown better than 10 per cent. on $100,000 valuation, but for quick sale we are authorized to accept $80,000; small amount cash and reasonable terms on deferred payment. Will exchange for improved alfalfa land in Antelope Valley.

10 acres, 14-year-old orange grove near Covina and close to stop on P. E. Four-room modern bungalow, garage; 20 miles on fine macadam road to Los Angeles. As nearly perfect from a standpoint of fertility, production, location, water conditions, equipment, etc., as can be found. Trees are loaded with fruit just beginning to ripen, and crops estimated to be worth between $3500 and $4000. Price $25,000. Will exchange for modern residence in Los Angeles up to $10,000 or $15,000.

EXCHANGE DEPARTMENT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR EXCHANGE— Eastern.

EASTERNERS, ATTENTION—
A corner right in the center of exclusive Orange Grove Ave., Pasadena, size 260x200, improved with 15-room residence. Orange Grove Ave. is known the world over for its many beautiful and exclusive homes. We can deliver this property at the very reasonable price of $300 per foot or $78,000. We can use up to $50,000 exchange in good city Eastern property, balance cash or mortgage. This is an opportunity rarely presented. FRANK J. HOUSTON, with ROBERT MARSH & CO., 200 Marsh-Strong Bldg. 10175; Main 5045.

FOR EXCHANGE—ONE OF THE FINEST FIVE-acre ranches, assorted grapes full-bearing, located within 40 minutes' ride from Los Angeles on the Pacific Electric, in the vicinity of Artesia. Owner living in St. Louis will exchange for property there to $4500, which is the price paid for this property 4 years ago; might assume some in addition to this amount for desirable St. Louis property. This property clear. See HORACE H. MULLIN, ROBERT MARSH & CO., 200 Marsh-Strong Bldg. 10175; Main 5045.

FOR SALE— Ranches.

FOR SALE—80-ACRE DAIRY AND ALFALFA RANCH WITHIN 4½ MILES OF TULARE. 60 ACRES IN FINE STAND OF ALFALFA. BALANCE IN GRAIN. HOUSE, GOOD COW BARN HOLDING 40 HEAD, HORSE BARN, SEPARATOR HOUSE, TWO PUMPING PLANTS, ONE FOR IRRIGATION, ONE FOR DOMESTIC USE. ALSO A DITCH WATER RIGHT GOES WITH THE LAND. INCLUDED WITH THE PLACE ARE 2000 FEET OF GALVANIZED IRRIGATION PIPE. PRICE $20,000. MORTGAGE $7000, OR CAN CLEAR. ROBERT MARSH & CO., 200 MARSH-STRONG BLDG. 10175; MAIN 5045.

FOR SALE—OR EXCHANGE—40 ACRES ALFALFA AND DAIRY RANCH LOCATED TWO MILES FROM TOWN ON S.P.R.R., TULARE COUNTY. 30 ACRES GOOD STAND OF ALFALFA, FENCED AND CROSS-FENCED INTO FOUR FIELDS. FOUR-ROOM BUNGALOW, BARN, SEPARATOR HOUSE, DOMESTIC WELL. ABUNDANCE OF WATER FOR IRRIGATION. NO LAND WILL PRODUCE MORE ALFALFA THAN THIS PROPERTY. PRICE $10,000. MORTGAGE $5000. ROBERT MARSH & CO., 200 MARSH-STRONG BLDG. 10175; MAIN 5045.

FOR SALE— Industrial Property.

FOR SALE—ANY PORTION OF 9 ACRES LOcated on Slauson Ave. Two railroad tracks, perfectly level, and what we consider a very fine property for any large manufacturing concern looking for property at ground floor prices, and space enough to increase capacity. Price on this has been $5000 per acre but the owners have given us the privilege for 30 days of quoting at $4000 per acre, which is much under prevailing prices in this locality. In fact, there is no other available property of this size. This affords the opportunity of the year for some large company. Paved streets, running to center of city, in front of this property.

SEE HORACE H. MULLIN,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE—5 EXCELLENT LOTS WITH PRIvate railroad switch in the heart of the very finest industrial section of the city, suitable for any kind of light or heavy factory business. Paved streets to center of the city. Best street car service, and, in fact, all that could be desired. Present owners require larger property and will sacrifice for $8000. Part cash and liberal terms for the balance. See us for industrial properties. Owners to build. Horace H. Mullin, ROBERT MARSH & CO., 200 Marsh-Strong Bldg. 10175; Main 5045.

MONEY WANTED—

WE RECOMMEND THE FOLLOWING SECURITIES to the conservative investor as absolutely safe, having been and appraised the properties:

$800—8 per cent.—E. 55th St., near Long Beach Blvd. 45x146; 6 rooms, modern; value $2000.

$1500—8 per cent.—Gentry St., Huntington Park, 50x150; 6 rooms modern; value $3500.

$3200—8 per cent.—Hoover St. near 22nd. 40x150; 8 rooms, modern; value $6500.

$5000—8 per cent.—South Hope St. near Jefferson, four 4-room flats on lot 50x150; value $12,000; income $110 per month.

$10,000—8 per cent.—W. 16th St. near Figueroa; 52x186; two-story brick; stores and apartments. Income $150 per month; value $20,000.

LOAN DEPARTMENT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE— West Adams Park.

WEST ADAMS PARK—
THE SUBDIVISION SUPERB.
BEAUTIFUL LOTS $850 TO $1150.
EXQUISITE HOMES $3450 TO $3850.
TERMS LIKE RENT.

IN THE SHADOW OF WEST ADAMS HEIGHTS WHERE STAND SOME OF THE CITY'S MOST STATELY MANSIONS—HOMES WORTH $40,000 AND UP; THAT'S THE KIND OF ENVIRONMENT YOU WILL FIND YOURSELF IN AT THIS BEAUTIFUL HOME SPOT. LOCATED ON THE WEST ADAMS STREET CAR LINE, IN THE MOST FAVORED PATH OF THE CITY'S FASTEST WESTWARD GROWTH, WEST ADAMS PARK OFFERS TO BOTH HOMESEEKER AND INVESTOR A LITTLE MORE THAN YOU HAVE BEEN ACCUSTOMED TO SEEING. NO MORE SUPERB MOUNTAIN VIEW IS AFFORDED ANYWHERE IN SOUTHERN CALIFORNIA THAN AT WEST ADAMS PARK. SITUATED JUST WEST OF THE CITY LIMITS WITH 5-CENT CAR FARE, GAS, ELECTRICITY, PAVED STREETS, WIDE PARKINGS, GROWING TREES, AND A REAL SEWER SYSTEM. YOU WILL ENJOY ALL THE ADVANTAGES OF CITY LIFE AND STILL BE FREE FROM CITY TAXES. MAKE UP YOUR MIND THAT YOU WILL NOT BUY A HOME OR A LOT UNTIL YOU HAVE SEEN WEST ADAMS PARK. COMFORTABLE TOURING CARS AND COURTEOUS SALESMEN AT YOUR COMMAND.

ROBERT MARSH & CO.,
200 Marsh-Strong Bldg.,
Ninth Street at Spring and Main.
10175. Main 5045.

FOR SALE— Ethelwyn Manor Heights.

ETHELWYN MANOR HEIGHTS—
SANTA MONICA'S SUPREME RESIDENTIAL PROPERTY.
LARGE VILLA LOTS $960 AND UP.
TERMS $100 CASH; $10 PER MONTH.

THIS PRINCELY PROPERTY HAS BEEN TERMED THE BALCONY OF SANTA MONICA. IT ALREADY PRESENTS THE MOST IMPOSING SIGHT IN SOUTHERN CALIFORNIA AND SOON WILL BE ONE OF THE SPECTACULAR SHOW PLACES OF THE SOUTHLAND. A PICTURE OF INDESCRIBABLE BEAUTY, A PLACE SOUGHT AFTER BY THE RICH, AN ARISTOCRATIC MASTERPIECE. IN THE HEART OF A NETWORK OF FINE BOULEVARDS AND SITUATED IN ONE OF THE WORLD'S MOST SUPERB RESIDENTIAL COMMUNITIES, THIS MAJESTIC PLATEAU LENDS ITSELF TO DISTINCTIVE ARCHITECTURAL TREATMENT, SUCH AS NO FOOTHILL SITE CAN PROVIDE. NATURE HAS PERFORMED A FEAT WHICH SCARCELY CAN BE REPEATED BY MAN. NO VIEW IN THIS ENTIRE DISTRICT IS SO EXPANSIVE, AND IT NEVER CAN BE MARRED OR OBSTRUCTED. NEAR THE OCEAN, YET A HUNDRED FEET ABOVE IT; ABOVE THE FOG AND SMOKE. CITY, SEA, BEACH RESORTS, FOOTHILLS, MOUNTAIN, CANYONS—ALL COMBINE IN MAKING A PANORAMA BEYOND THE POWER OF PEN OR BRUSH TO DEPICT. NO OUTLOOK FOR GREATER PROFITS EVER WAS BRIGHTER THAN AT ETHELWYN MANOR HEIGHTS. DEMAND THE EVIDENCE. JOIN OUR PERSONALLY CONDUCTED EXCURSIONS. COMFORTABLE TOURING CARS AND COURTEOUS SALESMEN ARE AT YOUR SERVICE. THESE DELIGHTFUL TOURS TO ETHELWYN MANOR HEIGHTS ARE FREE TO YOU.

ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

FOR SALE— Semi-Business Property.

SACRIFICE AT JEFFERSON AND GRAND AVE. 50x125 ON JEFFERSON ST. BETWEEN MAIN AND GRAND, IMPROVED WITH THREE MODERN BUNGALOWS, ALL RENTED. THERE ARE NO VACANT LOTS IN THIS BLOCK THAT CAN BE BOUGHT FOR LESS THAN $200 PER FOOT FOR A SHORT TIME WE CAN DELIVER THIS PROPERTY AT THE SACRIFICE PRICE OF $9000. TERMS CAN BE ARRANGED. THIS IS $4000 UNDER VALUE. GET BUSY. FRANK J. HOUSTON, ROBERT MARSH & CO., 10175, MAIN 5045.

FOR EXCHANGE—INCOME PROPERTY NEAR Eleventh Street and Union Ave., consisting of new four-flat building with cottage in the rear. Lot 50x125. Income $1600 per year, all rented. Price $15,000. Mortgage $7000. Want property at the beach up to $10,000. This is an opportunity for some one. FRANK J. HOUSTON, ROBERT MARSH & CO., 200 MARSH-STRONG BLDG. 10175; Main 5045.

FOR SALE, LEASE or EXCHANGE Hotels and Apartments.

READY FOR LEASE UNFURNISHED—
22-room apartment, $100 month. 5-year lease.
24-room brick hotel, close in.
44-room new apartment, $308 mo., 10-year lease.
60-room apartments, $300 month, close in.
80-room hotel; will build, $5 room.
81-room Apts., new, $7 room, 10-year lease.
100-room Apts., elegant; make offer.
110-room corner hotel, new; make offer.
150-room hotel, $750 month, close in.
172-room new Apts., make offer.

FOR SALE FURNISHED.
35-room hotel, close in, $2500.
40-room new Apts., $4000, terms.
47-room fine apartments, $4500, terms.
62-room corner hotel, new, $8000, terms.
65-room brick hotel, $6500; terms.

AUTOMOBILE AND SALESMAN FOR EVERY CUSTOMER.

HOTEL DEPARTMENT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

TO LET— Stores, Offices & Business Locations

TO LET—

STORES
LOFTS OFFICES
HOTELS APARTMENTS
GARAGES WAREHOUSES

Choice Location for all Kinds of Business.

See Leasing Department.

ROBERT MARSH & CO.,
200 Marsh-Strong Bldg.,
Ninth and Spring and Main.

10175—Main 5045.

MONEY TO LOAN—

MONEY TO LOAN—
$500 TO $10,000

At 7 or 8 per cent. on first mortgages, city or country, we can close first-class loans in twenty-four hours. Will inspect your property promptly and if you do not want more than 50 per cent. of valuation we will escrow at once.

Also have $85,000 to place on high class downtown income business property. Must be between Main and Figueroa and Sixth and Pico. Submit your applications at once as we must have quick action on this.

LOAN DEPARTMENT,
ROBERT MARSH & CO.,
10175. 200 Marsh-Strong Bldg. Main 5045.

The Sunshiny Outlook in Finance and Commerce.

MOST ENCOURAGING.

UP TO the first of last August the business system of this country had been suffering from an over-sensitive mechanicly regarding its own condition. That the condition was bad as a result of an overburden of freak legislation and a reaction from extravagance, few in financial circles would dispute, but it was not half so bad as supposed. And it took just such a shock as newed exploitation of Gold mining. Los Angeles will feel the influence in as great a degree as any city on the Coast, if not greater.

Turning from so fundamental a business as Gold mining to manufacturing, we find an equally promising future in store for this city in a financial way. Our laggard efforts in industrial lines have gained new impetus from the Panama Canal and the realization that we are not as far advanced as we are not lacking of the coming of better times in this line, although the need for retrenchment is still strongly evident. Several companies, however, have recently announced their intention of resuming dividends, which disbursements will help to expand the total for this year.

The position of the Union Oil Company, the largest California concern with headquarters in this city, has been greatly strengthened except sentimentally. Its effects though will broaden day by day, when its possibilities are more thoroughly understood in a practical manner. The new system will not be in full working order for several months. It remains, however, during all the intervening time an impregnable fortress to fall back upon in times of need.

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NO MORE UNSETTLEMENTS.

California's Stupendous Achievements in 1914

California, the second State in area in the United States, whose tremendous agricultural, industrial and municipal development in the past half century has been the wonder of the nation, achieved mightily in 1914. It has gained in population and wealth. Substantial progress has been made in further developing its resources, many of which are vast and even now scarcely touched. In the past year the State has been linked by the strongest of commercial ties with other States and other nations. From its great wealth of farm and orchard products it is now prepared to send a steady and constantly increasing stream of commodities to waiting markets. The opening of the Panama Canal means much to California. Even in the first few months the new waterway has strongly influenced the State's commerce. Fifty years ago there were about 1000 farms in the State. Now there are approximately 80,000. The 1910 census gave the population as 2,377,549. Now it is fully 3,000,000. Although the exact figures are not obtainable, this estimate is supported by city and county figures and by the fact that the registration at the recent State election was 1,217,000. California has grown and prospered in every direction. Its cities are bigger, its agricultural communities richer and more populous and its industries are rapidly widening out and increasing. The State offers exceptional advantages and opportunities to new settlers and they are coming. The influence of the canal is already being felt in this respect. Here are a few of the notable accomplishments of California in 1914.

Immediately took advantage of the completion of the Panama Canal and began to reap the benefits of the improved maritime transportation facilities.

Completed the two greatest world's fairs ever held and opened their gates to the world.

Gathered and marketed a fine crop of oranges and lemons at nearly $50,000,000 for the whole State. This was the first year after the only severe frost for many years. The orange groves showed their worth by "coming back" with one of the biggest and best crops ever produced in the State.

Produced gold to the value of $21,000,000, a gain of $500,000 over the 1913 production and beating the year '49 by more than two to one. The 1914 production of gold was the largest since 1883.

Produced 105,000,000 barrels of oil worth over $50,000,000, a gain of over 5,000,000 barrels over 1913. California is far in the lead of all other States in oil production.

Increased its financial and banking strength. The establishing of a Federal reserve bank paved the way for the release for development purposes of $50,000,000 held in reserve by the banks of the district served by the new institution. Bank clearings in Los Angeles for 1914 were $1,200,000,000. The banks of that city paid $2,500,000 in dividends to stockholders and over $3,000,000 in interest to depositors.

Expended $20,000,000 on highways and made tremendous progress in the building of a magnificent system of paved roads that will soon cover all the State like a network. A large part of the work authorized by a State appropriation of $18,000,000 for two great trunk lines running north and south was undertaken. By the end of 1914, 150 contracts had been let, covering 1200 miles of paved highway and representing a cost of more than $10,000,000. For construction and maintenance the counties of the State expended another $10,000,000. Exposition visitors to California in 1915 will be able to motor over scores of magnificent mountain drives.

Los Angeles, the State's greatest city, increased in population during the year from 500,000 to 550,000. Los Angeles county, the richest in the State, increased its valuation to $1,500,000,000.

Extended its irrigation systems and cultivated areas by many thousand acres. The year 1914 was marked by exceptional progress in agricultural development. The Palos Verdes ranch on the coast near Los Angeles was sold to Frank A. Vanderlip of New York and others and its development into the greatest exclusive residence district in America begun. It comprises 16,000 acres.

Built the longest power transmission line in the world from the Sierra Nevada Mountains to Imperial Valley.

One of the most notable and substantial achievements of California in 1914 was the improvement of its harbors and development of its maritime commerce. In the three months following the opening of the canal the freight moved between Atlantic and Pacific Coast points by water totaled 551,059 tons, 116,946 greater tonnage than was moved during the entire year of 1913. Los Angeles completed its Municipal Dock No. 1, including wharves and sheds in the outer harbor, and made substantial progress in its general plan to put the harbor in condition to take care of vastly increased business.

California's agricultural products in 1914 amounted to considerably more than $300,000,000. The second largest beet-sugar producing State in the Union, its 1914 figures were 160,000 tons, worth $16,000,000. California produced 90 per cent. of the United States wine output—43,000,000 gallons. California in 1914 was the world's largest producer of raisins—160,000,000 pounds, worth $6,000,000. Its table grape output was worth $7,000,000. California in 1914 led the barley-producing States of the Union with 44,000,000 bushels, valued at $20,000,000.

California in 1914 built more hotels and apartment-houses than in any previous year, $15,000,000 being the investment for the year.

TABLE OF CONTENTS — SIX PARTS, 192 PAGES

PART I—32 PAGES.

	Page
Hail and Welcome. Editorial	1
Your Questions Answered	2
Southern California's Invitation to the World, Gordon Ray Young	3
Transformation in Los Angeles' Skyline, Harold M. Finley	4 & 5
Soil and Climate—The Two Great Reasons Why, George W. Burton	6
Foreign Trade Opportunities of Southern California	7
Illustration. South American Trade Possibilities for Los Angeles	8
Illustration. A Home Amid the Primeval Oaks	9
Three Stupendous Enterprises for Los Angeles, C. R. Harris	10
Great Expectations of Arizona Copper Producers	10
Commercial Prizes Awaiting Us in Central America, C. B. Poland	11
Los Angeles, One of the World's Great Jobbing Centers, F. P. Gregson	11
Illustrations. Child Gardeners of Los Angeles	12
Illustrations. Completing a Boulevard from Los Angeles to the Sea	13
Effect of Canal on Pacific Coast Shipping	14
Living Made Cheap, Alma Whitaker	14
Los Angeles' Grand Field for Industries, Arthur W. Kinney	15
Illustrations. Los Angeles Harbor, Coast's Greatest Port	16 & 17
What Shall We Do With Coming Crowds of Immigrants? Harry Bowling	18
Seeing Things With New Eyes, Eugene Brown	19
Illustrations. The Duck Hunter's Joy	20
Advertisements and Announcements.	

PART II—32 PAGES.

The California Programme for 1915	34
Why Come to California This Year of All Others? Harry Bowling	35
Illustration. San Gabriel Valley's Winter Posies	36
Illustration. A Midwinter Stroll on Her Own Estate	37
Opportunities for the Foreigner in the Southwest, Harry Bowling	38
An Acre and a Living in the Southland, Leclen M. Lewis	39
An Earthly Paradise for Artistic Home Builders, Charles Alma Byers	39
Illustrations. A Wondrous Variety of Southern California Homes	40
Illustration. A Foothill Dream Come True	41
Achievements of the California Tennis Girl, Bertha H. Smith	42
Scenic Grandeur of Our Incomparable Highways	43
Lean Years and Plenteous, Elisabeth Cooke Hasty	43
Illustration. The Famous Hooker Gardens, Los Angeles	44
Illustrations. Salt Water Plunges and Salty Bathers	45
One Lives Longer in the Great Southwest, Edward B. Warman, A.M.	46
Why I Like to Live in Southern California—A Symposium	47
Illustration. Wattel's Japanese Garden, West Hollywood	48 & 49
Most Joyous Automobiling is in Sunshine Land	50
California Names	50
The Call of the Land, Lewis R. Freeman	50
California's Outdoor and Indoor Swimming Pools, Bertha Rich	51
Illustrations. Joys of Automobiling in the Land of Good Roads	52
Illustration. Notable Castle of L. C. Brand at Burbank	53
Advertisements and Announcements.	

PART III—32 PAGES.

How the Moneyless Man Can Win in Southern California	66
Humorous Illustration. Why My, Wad Was Sorry He Wasn't Back East. Gale	67
Illustrations. Raising Turkeys in Big Flocks	68
Illustrations. Dates and Date Growers of California	69
Bright Prospects of California's Sugar Industry, L. B. McConville	70
California's Diversified and Wonderful Fruit Crops	71
Illustrations. Features of the Southwestern Rancher's Life	72
Illustration. The Land of the Orange and the Grape	73
Reclaimed Desert, World's Greatest Cotton Country, Howard C. Kegley	74
How We Grow, a Humorous Light, Eugene Brown	74
Making Ranches Pay on Unirrigated Land, W. B. Greenwood	75
Illustration. Glad to Live in Southern California	76
Illustrations. We Raise Fine Cattle in the Southwest	77
Riches Coming to the State From Grapes and Wine	78
One of Our Best Money-making Crops	79
Larger Demand for Southern California Vegetables, Thomas O'Neill	79
Illustration. Sherman Way, World's Greatest Highway	80 & 81
Our Hundred Million Barrels of Oil	82
Growing Things in Los Angeles School Gardens, Elsie H. Waggoner	83
Illustration. A Profitable New Desert Industry—Spineless Cactus	84
Advertisements and Announcements.	

PART IV—32 PAGES.

	Page
Los Angeles, the Billion Dollar County	98
Growing Towns in City Suburbs	99
Illustrations. Lead Us Into Temptation—Our Fruits	100
Illustrations. The Southern Season's Climax	101
San Fernando and Cahuenga Valleys	102
San Gabriel and Pomona Valleys	103
Illustration. Midwinter in San Antonio Canyon	104
Illustration. This Is the Life in the Southland Foothills	105
Whittier, Soldiers' Home, Harbor of Destiny	106
Growing Resorts Along the Coast	107
Illustrations. A San Fernando Valley Home, Inside and Outside	108
Illustrations. In the Cotton Fields of Imperial Valley	109
Santa Catalina Island. Antelope Valley	110
Orange County Leads in Farm Success	111
Illustrations. Picturesque Surroundings of Yosemite Lodge	112 & 113
Riverside County, Great Orange Center	114
San Bernardino, Nation's Largest County	115
San Diego County Now Host to the World	116
Imperial County, Rich Agricultural Empire	117
Santa Barbara County's Rapid Growth, T. C. Holt	118
Ventura County Grows Beans for Everybody, F. M. Sheridan	118
Prosperity and Romance in San Luis Obispo, Warren M. John	119
Sixty Millions from Fresno County Crops	119
Kings County, Out of Debt, Grows Richer	120
New Industries Increase Tulare Prosperity, R. A. Mack	120
Illustrations. Making Sugar out of Beets	121
Great Development Era Begins in Kern County	122
Inyo, County of Abandoned Natural Resources, Mrs. W. C. Parcher	122
Unchecked Civic and Industrial Progress of Arizona, J. H. McClintock	123
Pickle Fortune Showers Favors on New Mexico	123
Illustrations. Pumping Millions. A Big California Oil Field	124
Advertisements and Announcements.	

PART V—32 PAGES.

Illustrations. The New Architecture—Los Angeles in 1933	130
San Francisco's Exposition Has World-wide Scope	131
Nothing New in World's Fairs? Just See California's! C. F. Hayden	132
Illustrations. Attractive Architectural Types of San Diego	133
Gladness and Color of San Francisco's Exposition, Jeanne Redman	134
Coming Year of Joy in Happy Los Angeles, C. F. Hayden	135
Illustrations. Sculptural Masterpieces of San Francisco Exposition	136
Illustration. Just California Girls, Sarah Langley	137
The Grandest Programme of Sports Ever Put Up	138
An Exposition of the Southland's Golden Fruit	138
Railroad and Steamship Plans for Bringing Millions of Travelers, Ralph Braddock	139
Los Angeles Municipal Golf Links and Golf Clubs, Alma Whitaker	139
Illustrations. Beautiful Botanical Gardens at San Diego's Big Fair	140
Illustrations. Tropical Splendor and Industrial Activity at San Diego	141
Novel Features of Fair to Astonish and Delight	142
San Diego's Beautiful Show a Mighty Achievement, Lean Falk Gjertsen	143
Illustrations. Birdseye View of San Francisco Fair	144 & 145
Los Angeles, the Globe's Moving Picture Center, Grace Kingsley	146
Airships and Mountain Homes in the Southland, Charles Alma Byers	146
Advertisements and Announcements.	

PART VI—32 PAGES.

Stupendous Achievements of California in 1914, C. F. Hayden	162
The Sunshiny Outlook in Finance and Commerce	163
Illustrations. A Hungry World Cries for California Products	164
Illustrations. Two Hundred Miles of Rose Covered Trellises	165
The Best Things to Plant in California in 1915	166
Wages and Hours in Los Angeles	166
New Era of Gold Mining Activity in California, Edwin F. Schallert	167
Dates—Our New Sixty Million Dollar Industry, C. B. Irvine	167
Illustrations. Busy Municipal Docks of Los Angeles Harbor	168
Illustrations. In the Backyards of Los Angeles	169
Raising Fat Turkeys on a Profitable Scale	170
Best Educational Facilities Here in the Southwest, Olive Gray	171
Wild Cactus of the Desert Becomes a Thing of Joy	171
Illustrations. Our Sierras—the Los Angeles Paradise	172
Illustrations. Lassen's Peak, California's Active Volcano in Eruption	173
Climatic Conditions of Southern California, Edward B. Warman	174
The Historic Sentiment of San Diego's Exposition	174
Our Flower Gardens Make Outdoors Ever Inviting, Charles Alma Byers	175
The Tale of Two Square Miles of Chili Peppers, Howard C. Kegley	175
Advertisements and Announcements.	

GENERAL CELLAN M. SPITZER.

The distinction Los Angeles has achieved as a city of marvelously beautiful homes is in a great degree due to the owners of these edifices having visited most of the important places of the civilized world, imbued with a diversity of ideas from all over the globe, and having reinforced their observations by ingenuity unsurpassed. Many spacious homes erected here contain the best features of all known lines of architectural construction, with brilliant unfoldings of originality. In no instance is this more strikingly emphasized than in that of Gen. Cellan M. Spitzer, now completing one of the most palatial homes in the Southland.

When, after years of world travels, Gen. Spitzer, banker, railroad director, capitalist and distinguished citizen of the Buckeye State, a well-known art collector, decided which he was earlier, fell prey to a financial depression and failed, settling with its creditors on a 40 per cent. basis. Ten years later, however, without any legal or moral necessity, Gen. Spitzer paid of all the bank's obligations in full. This act gave him a high reputation in the business and banking world, in which he was then beginning to play a prominent part.

Gen. Spitzer was the senior member of the firm of Spitzer & Co., bankers (now Spitzer, Rorick & Co.) of Toledo, New York and Chicago, for over forty years, and was the president of the Spitzer Rorick Trust and Savings Bank of Toledo, in the organization of which he was the leading spirit; also a stockholder and director in six other banks, director of the Wheeling and Lake Erie Railroad, and is president of the Nicholas Building Company of Toledo. The Nicholas Building, erected in 1907, was named after Gen. Spitzer's grandfather, Nicholas Spitzer.

wood in its panels, cornices, beams, doors and general finish are of African mahogany, Honduras mahogany, French walnut, Circassian walnut, Japanese white quartered oak and white enamel, and overlay a solid, firm structure. The kitchen, screen porch, laundry, refrigerator-room, serving pantry, kitchen pantry and bathroom walls are all in solid tile. The dwelling's honesty of construction is a replica of the owner's sterling character and of the builder, C. J. Nordquist.

While the residence is a marvel of intrinsic worth, an elaboration fully as rich has governed the furnishings within. Of the furniture and ornamentations, some of them have been obtained on European visits and some are art treasures from Gen. Spitzer's Toledo home, Innisfail. No expense has been foreborne in arranging for the comfort and beauty of the well-appointed rooms. The furniture comprises the

"And a Little Child Shall Lead Them"

ALICE CURREY PHILLIPS.

This is the strange story of the trek of ancient peoples who sailed trackless seas and wandered across dim trails through centuries misty with time from old worlds in the forgotten past to the new world of today and tomorrow, pyramiding against the rim of the Western Sea and blending the blood of Teuton, Saxon, Celt and Aztec at last in the veins of a little Aryan child.

Let us begin with the oldest race. According to the Aztec legends, their fabled isle of Atlantis was swept by a mighty flood, and the only survivors of their race were a man and a woman who drifted west in a canoe many days, finally landing on the Georgia or Carolina coast. They slowly drifted west cross America, and in probably a thousand years had become a considerable tribe and reached the great Salt Lake in Utah, being turned southward from there by the inroads of more warlike tribes to the north. They came down the Colorado and Gila rivers, settling several hundred years in the valley of the latter, but were again forced south by the stronger northern tribes. In 552 A.D. the Toltec tribe of the Aztec race reached the Culiacan Valley, making a settlement which they called Tlapallan.

The Aztec race proper reached this settlement in 648 A.D., and changed its name to Colhuacan, changed in the modern to Culiacan, signifying "meeting of the rivers," the Tamazula and Humaya joining here to form the Culiacan River. In their long wanderings, the Aztecs had had no permanent religion, no great spirit having favored them since the loss of their beautiful Atlantis, but their prophets had told them that they should finally reach a promised land and come under the protection of a powerful spirit and again become the greatest nation on earth.

When they beheld the valleys of Sinaloa so goodly were the prospects that they thought this must be the promised land and resolved to found a great city and rest in peace, but at this point in their deliberations the God Huitzilopetl appeared to them and told them that henceforth he should be their great spirit, but they had not reached the promised land and yet had to wander many years and to water many valleys with their blood, as this race should know no peace until at some far distant date, their leader should behold the vision of an eagle devouring a snake in his talons, perched upon a cactus on a rocky isle in a great lake; on the site of this vision they should build him a great temple and found their Holy City, and from that time forward they would be all-powerful and no enemy could prevail against them; until the appearance of this vision the spot where he was then addressing them, Colhuacan, should be their temporary Holy City, to which they should return regularly and make sacrifice to him, which their records indicate they did for more than 200 years, until in 863 A.D. their Cicque, or Chief, beheld the expected vision on a rocky islet in Lake Texcoco, on which spot they built a great temple, which was razed by Cortez, and is today the site of the National Cathedral of Mexico, said to be the grandest and most magnificent structure in America.

Centuries after the Aztecs, yet many centuries ago, a Hollander named Felypsen ventured forth from the land of dykes and windmills and settled with his people under the famous Wouter van Twiller in New Amsterdam, which is now the modern city of New York. However, Felypsen had tasted of adventure, and he was wont to push forward across the Hudson and the Adirondacks. And all the time he was rearing children, as in after years his children reared other children, and these, with still the blood of the pioneer in their veins, were ever restless also. They wanted to know what was beyond the mountains, and they were not content until they found out. They trekked up the Mohawk Valley, across Northern New York, sons of the sons, and grandsons of the grandsons of the original old Felypsen, reaching the Western Reserve in Ohio, and crossing the great plains and the deserts to California and down into New Mexico, building their roof trees at last amid the ruins of the lost and ancient civilization of Aztec cities. They changed in their habits and the manner of their lives, of course, and even the name has been changed. It is now the modern name of Phillips, but the blood of old Felypsen remains still the same.

In a later century there fared forth from the great misted Highlands of Scotland a family of the great clan of Gordon—"the fighting Gordons," whose wild pibroch has been heard on all the battlefields of the world. They stopped some generations in Ireland infusing in their blood the romantic strain of their brother Celts in the Green Isles. And then they crossed the Atlantic to Canada. And, like the Felypsens, they saw mystical mountains ahead challenging them with the spirit of adventure and the lure of strange countries beyond. They also trekked down into Texas and into New Mexico, till they found the ruined Aztec temples that the Felypsens had found, and sojourned in Southern California while the new home further south should be prepared.

Then from merry England there sailed across the seas a sturdy man named Currey whose offspring in later years trekked across the plains to magical California to give in later time a chief justice to the Supreme Court of the Golden State. Also did they who were of the Currey blood wander still southward until their feet were set upon the ancient thresholds of the Aztec race.

Now the Fates, as though it were all planned from the beginning, unwound the tangled skein of these wandering Teutons, Saxons, Celts and Aztecs from Europe and the narrow seas, Africa and the dim trails of the southwest in America and brought the threads of them altogether in one strong cord.

A little Aryan child, daughter of Charles B. Phillips and Cornelia Currey, his wife of Dixon, Cal., and grand-daughter of John R. Phillips, is the culmination of these centuries in which the Fates have been working out the plans of destiny. In her soul and body all these ancient roads have met, for it is she who has been born to rule in the best beloved of the principalities of the Aztecs away down in a sunny corner of Old Mexico in a land of living waters, soil of inexhaustible richness, blue skies forever bending over it, kissed by the sunny seas and the bright and beautiful Bay of Quevedo encircled within it like the "Port o' Heart's Desire."

This is the wonderful principality of the Aztecs, now known by the modern Spanish name of "La Loma Plantation," and of which the little princess Alice has come to be the titular monarch by right of her blood inheritance from the wandering races which the Fates have brought together. It was through the grandfather of little Alice, John R. Phillips, that this principality was found and secured.

Mr. Phillips first heard of the big tract in an entirely accidental way. After a varied experience, including successful flings at the mining and cattle businesses, a dab into politics, and a season of railroading in the capacity of a director of the Southern Pacific's New Mexico interests and a thrilling term of service with the Territorial troops in the Apache Indian campaign, he became interested in mining in California in 1898. In New Mexico he found and married Janet Gordon Woods, who has contributed the Scotch-Irish blood and character to this race amalgamation. Visiting Hammond Hall, State Engineer, one day at Sacramento, Mr. Phillips was shown a letter that had been addressed to the former by James B. Schuyler, an engineer in charge of the construction of the Sinaloa and Durango Railway in 1882. Mr. Phillips had been discussing the possibility that he might some day invest in Mexican lands, and by a coincidence, apparently, the circumstances had recalled the letter to Mr. Hall's mind.

Mr. Schuyler had been in the employ of the State Engineering Department prior to taking up the railroad work in Mexico. Mr. Hall had requested him to gather data on the land resources and irrigation possibilities of the country he was entering, and to write about what he saw. Schuyler complied with the request by sending back a wealth of information about the resources of Sinaloa, waxing eulogistic over the wonderful possibilities of La Loma ranch on the San Lorenzo River, some thirty miles from the railway he was then engaged in building, and forty miles south of Culiacan, the famous city of the Aztecs. He described the rancho as ideally adapted from every possible point of consideration for a vast sugar plantation, dwelt enthusiastically upon the water resources of the holding, and painted in glowing terms its richness of soil and its favorable location for extensive and profitable development. The engineer told his former employer that he sincerely hoped the property would fall into the hands of American capitalists, as he was sure it could be made one of the most valuable sugar holdings on the continent.

Mr. Phillips read the letter over a few times and proceeded to get into touch with Mr. Schuyler, who was at that time a widely-known consulting engineer with offices in Los Angeles. Schuyler reaffirmed his comments of nearly ten years before and pictured the property to Mr. Phillips in such a way that the latter decided to make a personal inspection of the ranch. The result of this investigation was the purchase of the big tract of nearly 60,000 acres in 1902. The sellers, George R. and Quintin G. Douglas, and Elena de Castro, gave a title derived direct from the government of Mexico by confirmed patent dating back to 1797 and the days of Charles IV of Spain. This title was subsequently passed upon by the leading lawyers of Mexico and by distinguished attorneys in the United States, and has never been brought into question. Revolutions and counter-revolutions have not shaken it, so far back does it go and so firmly is it intrenched in the foundations of government upon which the structure of the Mexican nation has been built.

Following the acquisition of the ranch there was organized the San Lorenzo Sugar Company, a corporation of which Mr. Phillips is today president and general manager. This company at once secured from the government of Mexico the necessary water concessions for the proper development of the property. Ample flow for all purposes was made available from the San Lorenzo River. Expert engineers of national reputation, including Edward P. Eastwick of New York, an expert on the manufacture and cultivation of sugar; J. M. Browne of Boston, an expert on the

JOHN R. PHILLIPS.

cultivation and decortication of sisal fiber; M. M. O'Shaughnessy, now City Engineer of San Francisco, and Frank H. Olmstead, Hydrographic Engineer of the Southern Pacific lines in Mexico, added their testimony to that of Mr. Schuyler, who, himself, at the time of his death at Santa Monica two years ago, had an international fame in his profession. R. W. Glendinning, a well-known authority on Mexican lands, and Col. W. H. Holabird, a recognized expert in land questions, are among the prominent developers who have examined the ranch and reported favorably upon its possibilities. All have agreed upon the water, soil, climatic and other advantages of the great holding.

At last Mr. Phillips has come to the point where he is ready to begin the serious and comprehensive development of the property. The completion of the Southern Pacific's magnificent West Coast system down through Sonora and Sinaloa has solved the last problem in the way of complete and successful development work, that of accessibility and transportation. The ranch has a frontage of some eleven miles on the Bay of Quevedo, a landlocked deep-water harbor on the Gulf of California, and the question of water transportation has never been a pressing one, like that of securing railway communication. With every obstacle removed, therefore, the company is ready to improve the whole of the tract and to develop it to the limit of its possibilities.

Mr. Phillips intends to offer about two-thirds of the holding for sale under improved subdivision methods for high-class farming purposes. The other third he will hold and develop as a gigantic farm tract and sugar cane plantation and as an investment and income property. Engineers are now going ahead with the irrigation system and other general improvements, including necessary roads. Experts in soil analysis will make tests of the ground on all tracts in the subdivision with the view of determining just what crops are best adapted to each portion of the ranch. Everything possible is being done to help purchasers and settlers to get the right kind of start and to make the most of their efforts.

The land is being cut up into parcels from twenty acres up, Mr. Phillips estimating that twenty acres will support a family in comfort, thanks to the adaptability of the soil to modern intensive cultivation. The prices and terms are such that they cannot be duplicated in any other high-class farming district on the continent. Every foot of ground to be sold is demonstrated land and the Mexican government engineers are authority for the statement that the main canal of the property is the "best in the State of Sinaloa and will irrigate more and better lands than any other canal in Western Mexico."

La Loma plantation, being situated in the same latitude as Cuba, possesses all the agricultural advantages of the "Pearl of the Antilles," as well as the same character of climate. Its cane lands are as good as the best in Cuba and Hawaii. There is an abundance of land ideally adapted to corn, cotton, beans, alfalfa, garvanzos and tobacco. Citrus fruits thrive, oranges and lemons grow wild and of good quality. It is estimated that there is now growing on the property ready to be gathered and marketed enough mescal to produce $100,000 worth of sisal fiber, cut from a million full-grown plants, a product in great demand by cordage manufacturers. The cultivation of mescal has been demonstrated to be immensely profitable, as much so, in fact, as the crops better known to American farmers. Rice, bananas and cocoanuts thrive in the region. All the advantages that go with diversity of crops are possessed by the big Sinaloa rancho. The land abounds in game, the bay teems with fish and water fowl, the best flavored oysters and other sea foods are found in unstinted abundance.

The opening to development of this favored portion of the richest of all the agricultural States of the southern republic constitute an epochal event not only in the history of Sinaloa itself, but in that of the whole west coast of Mexico. It means the beginning of a general development that will open up a brand-new trade territory of unrivalled possibilities for Los Angeles and Southern California. It spells genuine opportunity to land-seekers, who may take advantage of the safe and original plan of Mexican land scrip, the invention of Mr. Phillips, who will explain its significance to those who will address him at Los Angeles.

The Sunshiny Outlook in Finance and Commerce.

MOST ENCOURAGING.

UP TO the first of last August the business system of this country had been suffering from an over-sensitive melancholy regarding its own condition. That the condition was bad as a result of an overburden of freak legislation and a reaction from extravagance, few in financial circles would dispute, but it was not half so bad as supposed. And it took just such a shock as the European war to knock the foundation from under this hypochondria.

A new declaration of American independence has been written in the past few months. Such bugaboos as the belief that European capital nearly owned our resources body and soul have been dissipated. In the future we will not shiver at the thought of a military tempest in the Balkans, or whenever the Bank of England's discount rate is raised, nor stand on tiptoes until the latest government loan is floated in Paris. We now know that the United States is old enough, big enough and strong enough to take care of its own monetary affairs.

The exigencies of the complicated situation which arose from the war were met at every turn. Emergency currency and such inventions as the gold pool to take care of the foreign exchange, and the cotton pool, the quick action taken in closing the stock markets, were all new and effective measures, thought out practically on the spur of the moment, which enabled us to cope successfully with the difficulties of the period. But none of these would have been in the least effective had it not been for the fundamental stability of the country itself.

Once this fact had been realized the financial situation began steadily to improve. The encouraging signs have multiplied from day to day. Little by little the stock markets have been able to reopen, with a better feeling than has been apparent for a long time.

The first few steps in the resumption, cautiously taken, revealed far better prices than had been anticipated. A mining boom brought the San Francisco market to the front in amazing fashion. Greater activity has been witnessed than at any time since the days when Goldfield first came to the front.

* * *

THE MINING BOOM.

By the same token this mining boom is regarded as a portent of good fortune. A revival such as is occurring in the camps of the West is regarded as a precursor of the coming of a season of excellent times. Of its very nature, it is bound to put more money into circulation. It will give employment to many men who have been thrown out of work in industrial lines.

The reawakening of the mining industry has centered in Goldfield, but its influence has radiated to all other sections in the West. The search for gold in this State has been stimulated. Old mines are being redeveloped after years of idleness. Important strikes have been made, and new money is seeking investments in the industry. The Guggenheims, Phelps-Dodge and other large interests have been attracted.

In excess of any output since 1883, the production of gold in California for last year is estimated at $21,000,000. The increase over 1913 amounted to about $500,000, and as yet the full effects of the revival in mining have not been felt. The great quartz mines are contributing an ever increasing amount, and dredge-mining, less hampered by legislation, on account of the improved methods of development, is also feeling the quickening impulse.

It is but natural that the Pacific Coast should benefit the most quickly from the renewed exploitation of gold mining. Los Angeles will feel the influence in as great a degree as any city on the Coast, if not greater.

Turning from so fundamental a business as gold mining to manufacturing, we find an equally promising future in store for this city in a financial way. Our laggard efforts in industrial lines have gained new impetus from the Panama Canal and the realization that we are not as far advanced as we should be in manufacturing activities. With easier money the opportunities in the local field will appear especially alluring to the easterner. Experts see a strong need for various manufacturing institutions here. They also believe that the Middle Western factories will establish branches on this Coast to compete more effectively with the Atlantic shippers, on account of the benefits to the latter from the low rates via the canal. South America offers highly advantageous opportunities for the expansion of our own trade in manufactured goods.

During the past year the number of manufacturing institutions in the city have increased by about 100, so that there are now approximately 2000 within the limits of Los Angeles. It is predicted that a much larger number will be added during the present year.

Of course, the most significant reason to anticipate a great forward stride in prosperity, and the reason on which the most stress has been laid, is the immense tourist trade which is forecast. Estimates place the tourist influx this year at ten times greater than during the average year. Assuming that 2,000,000 people will visit Los Angeles during 1915—say each during his stay here spends only $25 (the amount in most instances will be much more)—the total expenditures of the visitors would be about $50,000,000. The effect, however, of this increased expenditure will not end here. Once placed in circulation the power of the money for the upbuilding of the structure of prosperity will be expanded many times.

Furthermore, those who know the history of the tourist also know that his first visit will not be his last one. His return is a matter of months, sometimes only of days. At least 15 per cent. of the casual visitors of the fair year will settle in California during the next three or four years. Settling means investing, and investing means new money for enterprise here.

Real estate operators here are looking forward to an excellent market. A large number of apartments and small houses will of course be in demand after the fair opens. The dealers have been listing a great deal of property, and believe that the next thirty or sixty days will see a marked increase in the demand for property.

* * *

BOUNTIFUL CROPS.

Standing as a bulwark in the local financial structure is the promise of another season of bountiful crops. Early rains have made the outlook equally as good as last year. The citrus fruit production will be of tremendous proportions, while the demand should be well ahead of last year's. With a continuance of the present favorable weather, the season for deciduous fruits also will be unusually satisfactory.

Getting back once again to the general situation, we note—beside the restoration of confidence, already taken into consideration—an easier tone in the eastern money market. This has unfortunately come at the cost of restrictions in commercial enterprises throughout the country. Retrenchment has been the ruling factor for many months, and it has lightened the load on the treasury.

The Federal reserve law has exercised no great potency as yet in the betterment of conditions except sentimentally. Its effects though will broaden day by day, when its possibilities are more thoroughly understood in a practical manner. The new system will not be in full working order for several months. It remains, however, during all the intervening time an impregnable fortress to fall back upon in times of need.

* * *

NO MORE UNSETTLEMENTS.

Henceforward we shall not hear the wail over the need for money for moving the country's crops. The law is designed particularly to facilitate this. The semi-annual unsettlement which was the result of the old inelastic banking system will no longer be felt, and every section of the country will be that much better off as a result.

The rest which the stock markets of the country enjoyed during the summer and fall months gave them new vigor. The barriers to active trading have been removed one by one, and the normal is gradually being approached even on the great New York market. Across the seas, as well, has been flashed the message that the reopening contagion has spread to England and France. The Paris Bourse is once again doing business, and some expectations of a resumption in London early this year are voiced.

There is some ground for belief that Europe will prove more of a buyer than a seller in the market in this country. The field is far more secure than within the bounds of the countries at war, and the foreigner must enlarge his income to meet the increased taxes resulting from the war. It is also quite probable that excessive taxation will drive a larger number of Europeans to seek an abode in this country. California as usual will hold forth the most attractive prospects for home making.

Under the spell of these general influences, in addition to the advantages peculiarly its own, California and particularly Los Angeles will thrive in a commercial, industrial and financial way. The State has never faced a rosier era than that which is now unfolding. Everything appears to be combining to enhance the future of the city, and to lend a cheering aspect to the New Year.

The period of liquidation through which the entire country has passed during the two years just ended has given this Coast a firm foundation upon which to build its future prosperity. Our banks have fortified themselves continuously and this process has been crowned by the inauguration of the Federal reserve law, which theoretically should gradually release $50,000,000 of excess reserves in the Pacific Coast district.

Los Angeles banks have approximately $200,000,000 in total resources. The deposits are about $160,000,000. The national institutions alone have deposits of nearly $60,000,000, indicative of an exellent volume of commercial business.

* * *

BANKS AND STOCKS.

Bank clearings last year aggregated nearly $1,200,000,000. As was to be expected there was a decrease compared with 1913, but less than in many other large cities in the country. Had the general situation been more favorable, the total for the previous year would have been rivaled, although unusually large.

Banks paid out dividends to their stockholders amounting to about $2,500,000. Interest was paid to depositors of about $3,000,000. These are two important items in increasing the circulation of money in the city.

The oil companies of the State in 1914 paid out about $11,000,000 in dividends. A large part of this money comes into Los Angeles. The showing is considered very good in view of the depressed state of the industry. Signs are not lacking of the coming of better times in this line, although the need for retrenchment is still strongly evident. Several companies, however, have recently announced their intention of resuming dividends, which disbursements will help to expand the total for this year.

The position of the Union Oil Company, the largest California concern with headquarters in this city, has been greatly strengthened, and the stockholders of the company may look forward to the beginning of a very promising era this year. This is all aside from the British refinancing deal, which will be delayed until Europe's upheaval resolves itself into a more peaceful situation. The Associated Oil Company has continued to make excellent headway. The Standard is constantly enlarging its facilities for handling the increasing production of the State. The completion of the Royal Dutch-Shell pipe line which will occur before the end of the year will furnish an outlet for a larger portion of the State's production.

The resumption of business in the local stock market has been characterized by auspicious circumstances. There has been improvement in many of the issues and considerable gains have been recorded in some. The call for high-grade investment securities, such as bonds, has gathered impetus. The market now awaits a generally easier feeling in money conditions to show a more intense demand.

There should be quite a material increase in the deposits in the banks during 1915, on account of the great travel, not to speak of the returns from large crops, from our many industries and from the trade opportunities afforded by the Panama Canal. This will have a tendency to produce an easier money situation, and consequent release of funds which have been hidden away, and which must soon seek some field for investment. Already the restoration of confidence has helped to set free the jailed dollars, and this has been partly responsible for improvement already witnessed.

* * *

AFTER THE WAR.

Hopefulness is the dominating note throughout the financial world today. Business men have learned to comprehend wherein the strength of this country lies. The harvest of great fields of waving grain in the Middle West, which has furnished us the means to feed the hungry mouths of suffering Europe, has pointed the way to a destiny for the United States previously unrealized. While we have no desire to exploit the miseries of the warring nations, we recognize that it is our opportunity for finding a way into untried fields of enterprise in supplying them food. This country is succeeding in extending a hand of help, and at the same time profiting by the assistance given.

The close of the war will spell an even greater era for the United States. A day of the greatest prosperity is heralded. Europe will have a vigorous campaign of repair to pursue. She will need our assistance in many ways. Her moneyed people will also turn to this country as a field for investment. The seas will be untroubled by hostilities and commerce will be free to proceed without halt.

No other section is in a better position to avail itself of the present and future benefits than California. No other section has felt the adverse effects of the war less. We are far away from the rumblings of battle, but the distance does not lessen our opportunities for supplying our quota of Europe's demand for foodstuffs. Whatever returns we secure will only aid that much more toward strengthening our own position in financial lines.

God's Christmas Present

LOS ANGELES, Dec. 30, 1914.

Using the urn of heaven the Almighty has poured out a liberal gift on Southern California. No more welcome a Christmas present could there be for Southern California generally than the recent rains. They are heralds for prosperity in 1915 for our farmers, who compose the strong backbone of the land.

We have had an unusually wet December. More warm rains have come than in any other December since 1909. In that year Los Angeles and district reported rainfall ranging from six inches in some parts to nine inches around Pasadena, Monrovia and other points near the mountains. So far this December the amount recorded in Los Angeles by the United States weather observer is four inches, which is more than twice the total for December last year. January and February were the rainy months of last season. They brought the $10,000,000 storms which resulted in the agitation for flood control which it is hoped will be achieved through bills to be presented to the Legislature at the forthcoming session, as outlined in The Times last Sunday by Engineer J. B. Lippincott.

December rains of the character diffused through Southern California this month are of incalculable benefit. Not only do they refresh the entire country, but they add a value to the soil the fruits of which will be felt next spring and summer when the farmers gather in the bountiful crops. They also save the citrus growers from the necessity of indulging in early irrigation and they add to the underground water resources of such cities as Pasadena, Alhambra, South Pasadena, Pomona, Covina and other San Gabriel Valley towns which depend upon pumping for their main supply.

Rain in Southern California, when it doesn't come in too sudden and voluminous a fashion as occurred last February, has a peculiar beauty and value. In other parts of the country less fortunately situated, where rain is so steady and regular that the people almost wish for web feet, the rain is sometimes the subject of indignant verse. Here it is welcomed with song. Although it may make our skies sullen for awhile, we know that in the heaven-sent drops there is the seed of the green grandeur of the hills. From the warm rains of Southern California both wealth and beauty spring. We who welcome the rain can hardly understand the gloom which it brings in some cold, gray countries, gloom which is responsible for such verse as this:

"Long as unending threads, the long-drawn rain
Interminably, with its nails of gray,
Athwart the dull gray day,
Rakes the green window-pane—
So infinitely, endlessly, the rain
The long, long rain,
The rain."

The rain to Southern Californians is beautiful with its murmur of new births, with its soft sound as it falls on the new-turned earth, which gratefully receives it. Seldom does one feel inclined here to use the old-time song of childhood, "rain, rain, go away, come again some other day." On Sunday evening when the moisture clouds were hanging all about, us watchers in the San Gabriel Valley, looking toward Los Angeles, saw those which rim the "Short Line" to Pasadena, and the sun appeared above the Angel City. Soon a long strip of sky took on the color of burnished copper and it seemed as if a street of gold stretched above Los Angeles from the mountains to the sea. It was the promise of the end of the storm. Within a few moments the sun set in angry clouds, but six hours later the storm was over, the stars were shining and the rain had departed, leaving behind it a Christmas blessing from God on high.

Celluloid from Skimmed Milk.

Thrifty housewives have devoted much time and thought to the economy of skimmed milk. Some of them have fed it to their families, some to the chickens and pigs, but none of them has willingly thrown it away.

Now that the war has interfered with the importation of chemicals used in the making of celluloid, there comes a crafty inventor and asks everybody to save all the skimmed milk. He used the skimmed milk to make films for the movies, coat buttons, collar buttons, piano keys and French ivory toilet articles.

As an immense amount of film is used by moving-picture firms located in the suburbs of Los Angeles, the dairy owners of Southern California may find a skimmed-milk film factory running here before they realize it. The successful skimmed-milk film has already been exhibited in Chicago.

"And a Little Child Shall Lead Them"

GENERAL CEILAN M. SPITZER.

The distinction Los Angeles has achieved as a city of marvelously beautiful homes is in a great degree due to the owners of these edifices having visited most of the important places of the civilized world, imbued with a diversity of ideas from all over the globe, and having reinforced their observations by ingenuity unsurpassed. Many spacious homes erected here contain the best features of all known lines of architectural construction, with brilliant unfoldings of originality. In no instance is this more strikingly emphasized than in that of Gen. Ceilan M. Spitzer, now completing one of the most palatial homes in the Southland.

When, after years of world travels, Gen. Spitzer, banker, railroad director, capitalist and distinguished citizen of the Buckeye State, a well-known art collector, decided that Southern California was of all the countries he had visited in his exhaustive travels the most delightful spot in which to live, he signalized his belief by acquiring one of the most magnificent building sites in Los Angeles in the heart of the exclusive Andrews boulevard, Wilshire district, and, having an exceptionally large frontage on three streets. It cost him a small fortune On this valuable and beautiful tract, which overlooks the fashionable Wilshire section, the finest residential structure in the city, with garage and caretaker's residence, is in the last stages of construction. It is a superb French Renaissance mansion, imposing within and without, and is fireproof and built of substantial and permanent materials. There is nothing of pretense connected with this wonderful structure. No effort of false show, which characterizes the work of many modern builders, who strive to approach creations of gorgeousness and splendor, only to leave an edifice of glaring cheapness. The word "real" is indelibly stamped on every particle that contributes to the home that is gradually rising under Gen. Spitzer's direction. The selected hardwood in its panels, cornices, beams, doors and general finish are of African mahogany, Honduras mahogany, French walnut, Circassian walnut, Japanese white quartered oak and white enamel, and overlay a solid, firm structure. The kitchen, screen porch, laundry, refrigerator-room, serving pantry, kitchen pantry and bathroom walls are all in solid tile. The dwelling's honesty of construction is a replica of the owner's sterling character and of the builder, C. J. Nordquist.

While the residence is a marvel of intrinsic worth, an elaboration fully as rich has governed the furnishings within. Of the furniture and ornamentations, some of them have been obtained on European visits and some are art treasures from Gen. Spitzer's Toledo home, Innisfail. No expense has been foregone in arranging for the comfort and beauty of the well-appointed rooms. The furniture comprises the best designs of the earlier periods of the French, English and Italian schools. The paintings and water colors to be hung in the home will come from Gen. Spitzer's private gallery in Innisfail. There is a wide variety in these works of art, as they cover both the ancient and modern schools, including the English, French, Dutch, German and Italian schools.

Perhaps one of the most interesting features of the entire house—outside of the collection of paintings—is the collection of oriental rugs, carpets and tapestries for the various rooms, which will be Royal Saruks, Seventeenth Century design; Ispahans, Sixteenth and Seventeenth Century designs; Keshans, Seventeenth Century design; Kermans, antique Serabunds, Sixteenth Century design; Shahristans and antique Lavehr Kirmans, and Oubissin and Gobelin tapestries. These rugs are now at Loftus Brothers, and are said to be the finest the firm ever collected for any individual.

Gen. Spitzer's life has been a busy and successful one. Thirty-five years ago the German American Bank in Cleveland, O., of which his father was president, and of which he was cashier, fell prey to a financial depression and failed, settling with its creditors on a 40 per cent. basis. Ten years later, however, without any legal or moral necessity, Gen. Spitzer paid off all the bank's obligations in full. This act gave him a high reputation in the business and banking world, in which he was then beginning to play a prominent part.

Gen. Spitzer was the senior member of the firm of Spitzer & Co., bankers (now Spitzer, Rorick & Co.) of Toledo, New York and Chicago, for over forty years, and was the president of the Spitzer Rorick Trust and Savings Bank of Toledo, in the organization of which he was the leading spirit; also a stockholder and director in six other banks, director of the Wheeling and Lake Erie Railroad, and is president of the Nicholas Building Company of Toledo. The Nicholas Building, erected in 1907, was named after Gen. Spitzer's grandfather, Nicholas Spitzer.

SUMNER HUNT & S. R. BURNS, ARCHITECTS. EBN. FREESE, DEL.

THE H. A. UNRUH COMPANY

A BEGINNING ON MESA LAND.

The value of an efficient, reliable and honorable company having for its object the intelligent handling of real estate, promotion of manufactories and other enterprises cannot be over-estimated in any community.

The H. A. UNRUH COMPANY was organized in this city less than a year ago under the personal management of Mr. H. A. Unruh, a man whose reputation is well known throughout the State as having for many years under most unfavorable conditions successfully managed one of the largest properties in California and received from the Court the highest commendation ever accorded an executor in this State for the highly efficient manner in which he conducted the affairs of the estate to a final settlement.

For the past forty years Mr. Unruh has been closely identified with almost all of the larger enterprises which have made the country what it is. He was one of the first to arrange exhibits of its products for all the principal expositions during many years past, as is evidenced by the many gold medals, diplomas, trophies, etc., awarded to E. J. Baldwin by such expositions.

For many years Mr. Unruh through demonstration and information to tourists and settlers and by fair dealing, succeeded in locating a full share of the large population of which we are so justly proud, there being several cities, many fine homes and prosperous communities on lands originally subdivided and sold under his plans and supervision. The purchasers at all times being furnished with reliable information as to the true character and adaptability of each and every location.

During the past year buyers have been discouraged from investing, owing to what appears to have been concerted action on the part of some who for their own purposes have assumed that it would be a good thing to depreciate values generally. This has been unsuccessful, except that sales have been greatly lessened, notwithstanding the fact that at present values investments are of assured profit and as compared with other localities less favorably located investments here are far preferable in point of price and merit.

While this company has made its share of local sales of real estate it has given a great deal of attention in endeavoring to induce large manufacturers to locate here, but owing to lack of interest and the indifference of capital deserved progress has not been great.

In view of all these facts this Company has carefully considered the question of good lands at a low price, on terms within the reach of everyone and has selected a large tract of land, most favorably located, only ten hours from this city, more productive than the Imperial Valley, plenty of water available, frostless, perfect for citrus fruits, dates, cotton, alfalfa, beans, corn, sugar cane and everything grown in Imperial Valley. This tract comprises 300,000 acres, five-sixths of which is mesa land as level as a floor, without a gully, wash or ravine, convenient to railroad and will have a boulevard 100 feet wide connecting the Inter-State Highway, without curve or angle, with tide water. All practically clear and ready for the plow. The remaining one-sixth is delta land requiring no irrigation and of a most fertile character.

These lands are subdivided in lots of 25 acres and up and will be for sale at $20 per acre, one-tenth cash and balance twenty-five cents per acre per month without interest or taxes until paid.

Maps, photographs, government soil analysis, climatic conditions and full information can be had at the office of the Company, 716 Trust & Savings Building, Los Angeles, Cal.

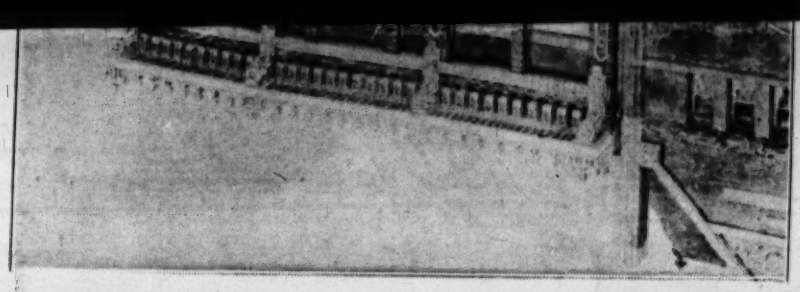
ORANGES ON MESA LAND
NO FROST. NO FOG, NO SMUT

DELTA LAND PEAR TREES.

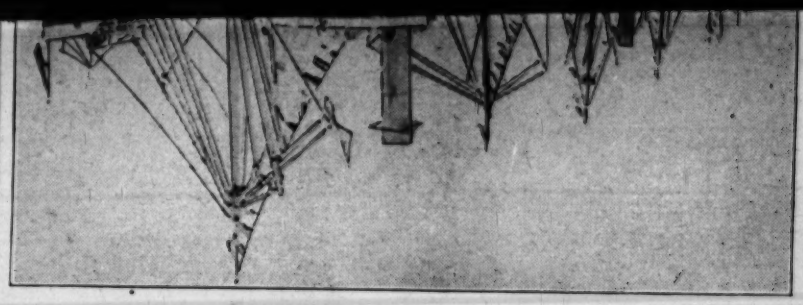
DELTA LAND APRICOTS.

WANTED:
CALIFORNIA PRODUCTS
WANTED, MORE CALIFORNIA
ORANGES
LEMONS
BEANS
SUGAR
WINE
RAISINS
DRIED, CANNED & FRESH FRUITS
POTATOES
CELERY
CABBAGE
CAULIFLOWER
ONIONS
APPLES
HONEY
OLIVES
NUTS
FISH
GRAIN
BEEF
PORK
MUTTON
THE WORLD

Rose
Trellises
for
200 Miles



Hosfield Building.



American-Hawaiian Steamship Company

Greatest Land Opening Ever Offered

U. S. Patented Deeded Land

Title Insurance and Trust Co., Los Angeles, Issues Contracts and Deeds

FARMING AT CALIPATRIA, IMPERIAL VALLEY CALIF.

Why Calipatria and Nile-Land Farm Lands Imperial Valley, California Mean Success

They unite every condition to assure you a substantial, independent living and a most profitable investment.

Soil **finest on earth.** ***Water*** **cheap (only 50c per acre,) and plenty.** ***Drainage*** **unexcelled.** ***Climate*** **365 growing days.** ***Transportation facilities*** **best.** ***Unlimited markets.*** **Los Angeles only seven hours away—no wonder** ***"Back to the Farm"*** **slogan here changed from hazy dream to reality.**

Had no experience? Neither had the most successful farmers in Imperial Valley. Today they are independent. In five years or less you can be the same. Imperial Valley population 35,000; property valuation $19,000,000; produced in 1914 $15,000,000 in crops. Calipatria and Nile-Land Farms, choicest of the valley, waiting for you. Demand for California's farms increasing rapidly. Here is practically the last extensive tract in matchless Imperial Valley which can ever be irrigated and acquired in holdings of 5 to 100 acres or more. Now being sold at *low prices* on *easy terms*.

Be a *producer*. Nature waits to work with you. Here Sun, Soil and Water co-operate for you.

Come to the Land of Success
Imperial Valley's Opportunity

What We Grow—

Alfalfa
Corn
Barley
Maize
Sugar Cane
Olives
Grapefruit
Apricots
Melons
Grapes
Early Vegetbls
Tomatoes
Dates
Cattle
Sheep
Hogs
Turkeys
Chickens
Ostriches

We Grow More Per Acre Than Any Other Locality in U. S. A.

OUR NEWEST INDUSTRY, GROWING of SUGAR CANE AT CALIPATRIA

DAIRYING AND CATTLE RAISING A WONDERFUL SUCCESS AT CALIPATRIA.

[COUPON]

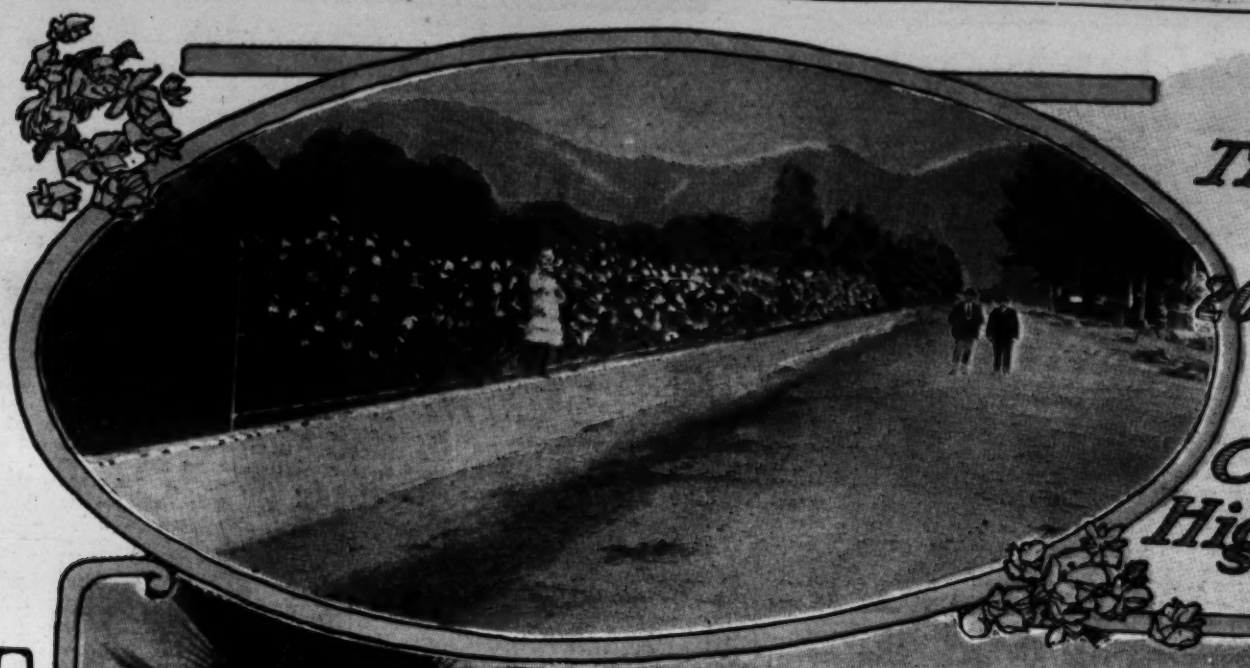
CARL F. SCHADER,
610 Van Nuys Building,
LOS ANGELES, CAL.

Dear Sir:—
I am interested, and want further information about ———acre Farm.
I am especially interested in dairying, alfalfa, hog-raising, grapefruit, oranges, figs, dates, olives, cotton, asparagus, cantaloupe. (Put a cross "X" through subject you are interested in.)

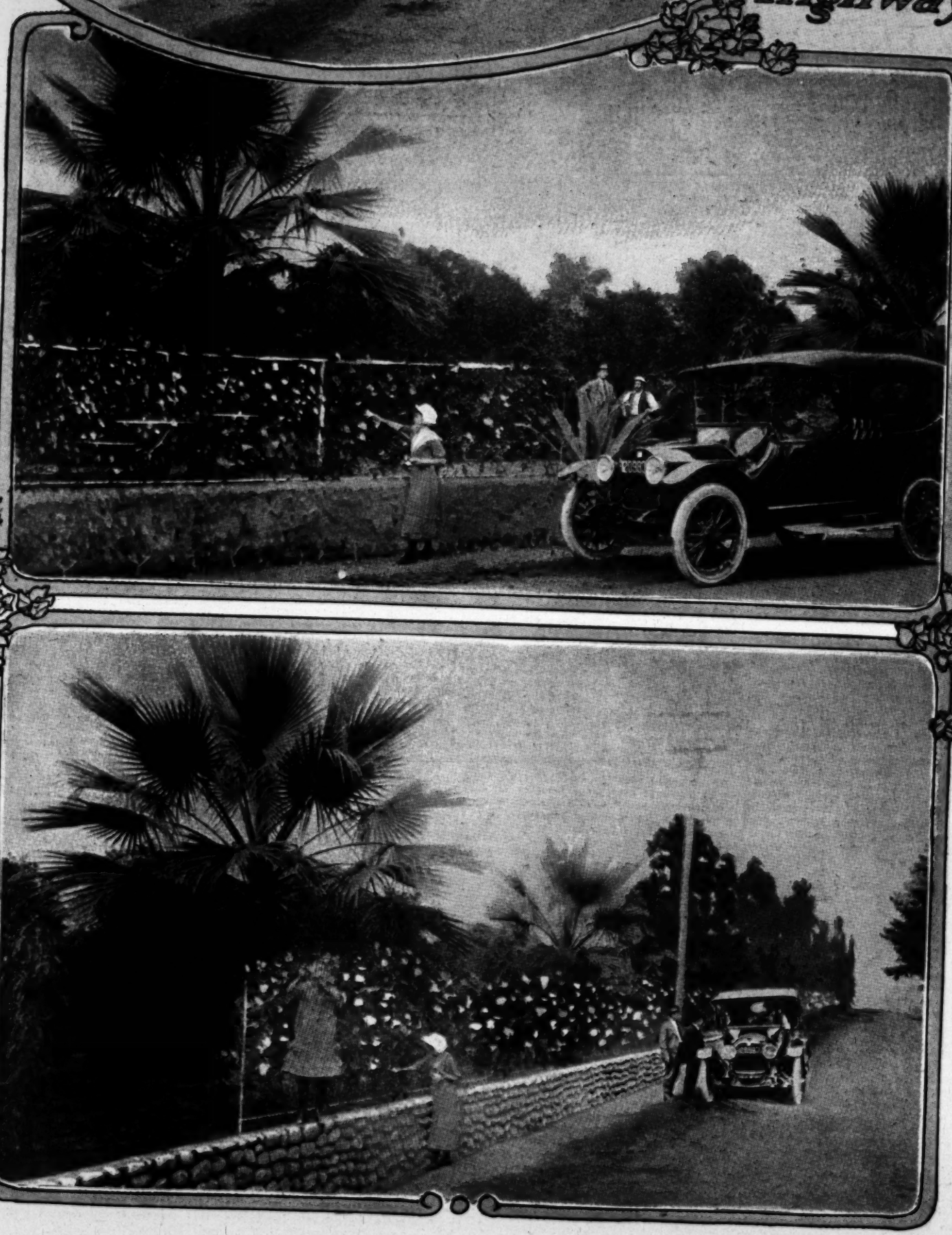
Name .....

Occupation .....

Address .....

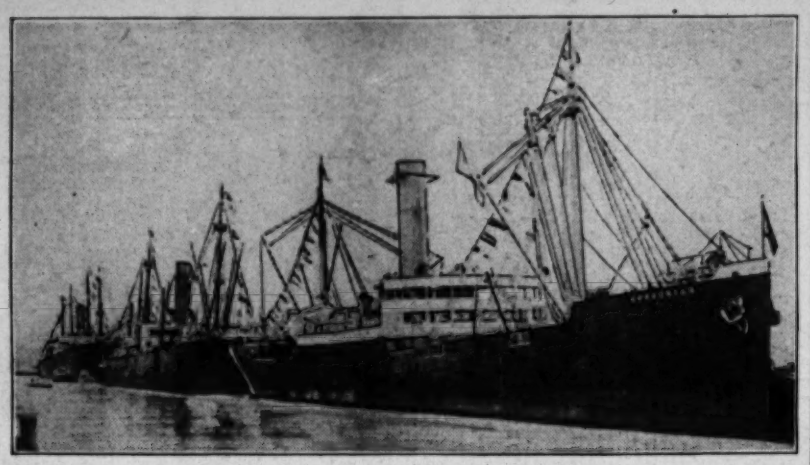


Rose Trellises for 200 Miles on our County Highways.



Greatest Land Opening Ever Offered

American-Hawaiian Steamship Company



This picture taken at Los Angeles Harbor, August 26, 1914, shows in foreground S. S. Oregonian, second steamer S. S. Washington, third steamer S. S. Missourian—the Missourian was the first steamer through the canal to reach Los Angeles Harbor.

The opening of the Panama Canal August 15, 1914, found the American-Hawaiian Steamship Company well prepared to take advantage of the new route.

Of the first four merchant vessels locked through the canal, three belonged to this company. One of them, the "Missourian," was the first steamer through the canal to reach Los Angeles Harbor, and another, the "Arizonan," was the first one to reach San Francisco.

With the schedule now in force, the company will have had a total of thirty-two steamers west bound pass through the canal up to January 1, an average of one steamer every four and one-third days.

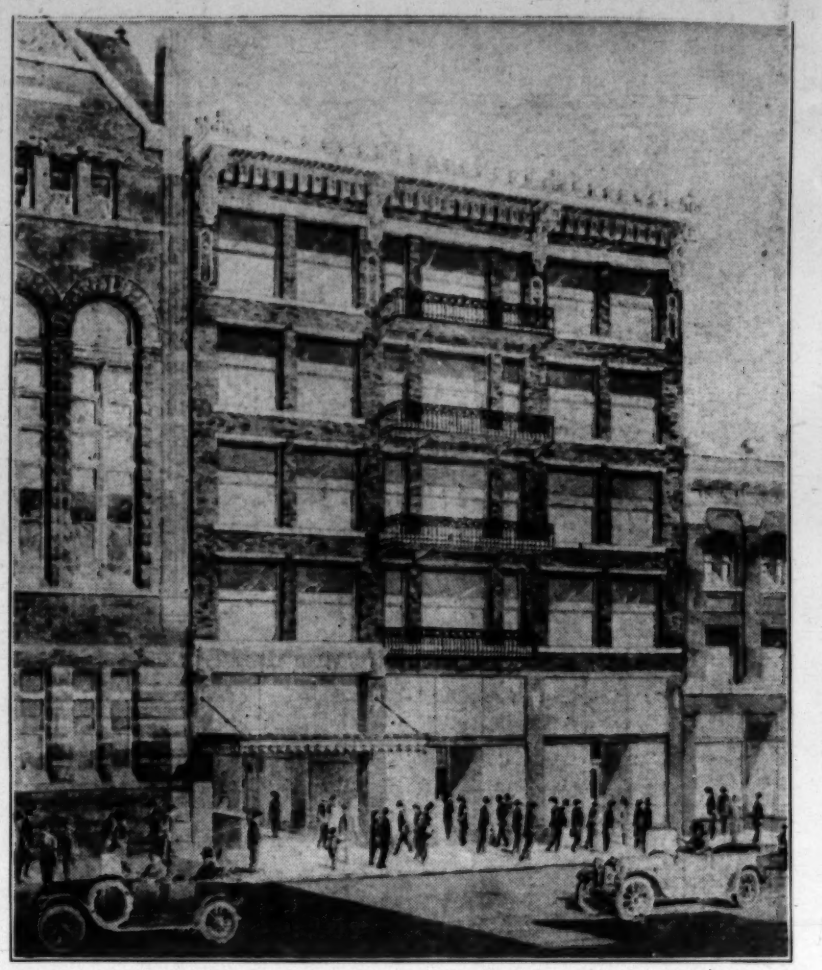
The tonnage offering over the new route in both directions has exceeded expectations and is greatly in excess of what was previously handled via the Straits of Magellan and the Isthmus of Tehuantepec.

Freight rates have been materially reduced. West-bound rates from New York on heavy commodities, such as iron, steel, nails, etc., have been cut as low as $5 and $6 per ton, while on freight offering from this coast to Atlantic ports, such as canned goods and beans, rates of $6 and $7 a ton have been made. During the coming year a regular service from New York to all the principal Pacific Coast ports will be maintained. There will be a sailing from New York to Los Angeles Harbor every five days and probably a sailing from Los Angeles Harbor every ten days. The service to and from the Atlantic Coast ports, such as Boston, Philadelphia and Charleston, will be given at irregular intervals.

The company has excellent terminal facilities at Los Angeles Harbor. The Harbor Commission has assigned to their use pier A, located in the inner harbor near Wilmington. A transit shed 1000 feet long by 100 feet wide gives plenty of room to handle and properly segregate the numerous shipments of general merchandise that are constantly offered. The pier is served by the Southern Pacific tracks, but is also accessible to teams and motor trucks. There is a paved street giving direct access to the Harbor boulevard.

The American-Hawaiian Steamship Company was incorporated in 1899. Starting with four steamers, the fleet has been increased from time to time until the company now operates twenty-six steamers in all, having a total gross tonnage of 177,045 tons and a total dead-weight cargo capacity of 254,000 tons. All these steamers have been built in American ship yards. Six of them were turned out by the Union Iron Works of San Francisco, builders of the celebrated battleship Oregon.

Hosfield Building.



Above is shown the recently completed Hosfield building, Nos. 242-246 South Broadway, the upper floors of which are occupied by several municipal departments. The structure covers an area of 60x160 feet, contains five stories, is of reinforced concrete construction and is absolutely fireproof. The front of the building is faced with tapestry brick and the interior is richly and attractively finished.

The Mathie Brewing Company

Growth and expansion of any concern which manufactures a product depends entirely upon the manner in which the public receives the article the company makes. If the quality of the product creates a demand the makers must constantly keep enlarging the capacity in order to supply an increasing patronage. Quality alone creates a demand; thus, when a company is compelled to be ever widening its scope of operations it will generally be found that the commodity it turns out is superior. Statistics will show that, since its establishment in 1895, the Mathie Brewing Company has increased its capacity each year, its present output being in excess of 100,000 barrels annually. The plant employs 100 men, has a yearly pay roll of $100,000, and pays out annually more than $500,000 for materials, labor, taxes, revenues and incidentals. Governmental data show a yearly increase in the consumption of the less alcoholic liquors and a decrease in the uses of wines and whisky, and the Mathie company has striven to yield a product with a view of weaning the public away from the stronger and, to an extent, injurious drinks.

The company brew and bottles Red Ribbon Beer, Old Dutch Lager, Los Angeles Beer and Malt Tonic, brands which have become famous throughout the Southwest. Sanitation is the watchword of the company, and its product is noted for its purity. Experts have pronounced the brewery the most sanitary in the United States, and a visit to the plant at Nos. 1834-58 North Main street will prove that there is good reason for this assertion.

An artesian well, carefully protected, absolutely pure, and with an inexhaustible flow, supplies the Mathie Brewery with its water. The company was forced to rebuild its plant the third year after it started in business; its capital stock has been increased from $150,000 to $300,000, and in 1913 more than $100,000 was invested in a new, sanitary bottling plant of the most modern design.

Careful selection of raw materials by expert men, scientific brewing by those "who know," cleanliness, sanitation and constant vigilance are features that have made the Mathie company's products household words throughout the Southland. Another item that contributes to the success of the company is the fact that only the choicest barley, malt, rice, cereals and hops are used in making the beer. At the head of the operating department are two brew masters who are splendidly trained and experienced and are familiar with every phase of the brewing art. Every man employed by the concern is an expert in his line, and the management's success is greatly due to the able corps of assistants interested in the advancement of the plant.

While its plant was considered one of the finest in the United States, the Mathie company was not satisfied, and last year added glass storage tanks to its equipment. This glass storage tank system is the most modern and most sanitary arrangement of beer storage known to the brewing trade today, and its installation by the company put it in the first rank. It is a model brewery in all respects, and the record it has had since its inception speaks more than a volume of words the marvelous success it has enjoyed.

New Era of Gold Mining Activity in California.

AFTER SIXTY YEARS.

NEARLY sixty years ago, while engaged in work on a lumber mill at Colonia in El Dorado county, James W. Marshall ran across a few grains of gold which had been washed out in the course of deepening the "race." This marked the beginning of California's fame, which has since spread to the ends of the earth. The lure of the precious metal was the magnet which drew the hardy pioneers from all parts of the world to the Golden State. Their search for the yellow metal was rewarded in many districts, and the placer mines yielded millions of dollars in gold dust and nuggets. Then came the era of quartz mining, and the hydraulic process, which washed down whole mountains, and the dredger, which has been the means of recovering the gold from the gravel deposits of the ancient rivers. Each of these methods has had its day, and has been the means of adding to the wealth of the State and the nation.

The spirit of the people, the circumstances of the period, all the things which contributed to and made possible the wild excitement which prevailed then do not exist today. At that time the reports of gold in California were like a call from fairyland; the very name of the State was magic.

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MORE BUSINESSLIKE.

By its very nature the present mo

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in the past few years in the dredging field has been the strong foothold which the Guggenheims have secured. It has brought to light in striking fashion the fact that this branch of the industry is also replete with opportunities, when the efforts of the investors are fortified by a strong reserve of capital. Some of the largest dredges in the world have recently been installed.

Moreover, there is inquiry for prospect properties, for mining tools used in exploratory work, etc. A few discoveries would also bring in their wake a number of wildcat concerns, organized solely for stock-selling purposes.

ments than his predecessor of the "forty-nine" days.

The Best Things to Plant in California in 1915.

TAKE YOUR PROFITS.

IT MAY be conservatively stated that the season 1914 in California was one of the most prosperous from the agricultural standpoint that the State ever has experienced. Although the production of deciduous fruit, which is marketed either in the fresh, canned or dried form, was, on the whole, not up to normal, the returns to the growers were as substantial as in past years. The temporary difficulty of shipping such products as are subject to export was overcome within a reasonably short time so as to permit the exportation of a considerable quantity of the crops. The financial lull in the United States, due to the effect of the European war, rendered sales somewhat sluggish for awhile, and in many cases the buying was hand to mouth. But at the present writing this condition has been replaced by one of strong activity in the distribution of all California crops, so that there should be no carry-overs to the year 1915.

The fact which has been most strongly impressed on the farmers of the United States, and particularly upon the growers of California, is that all of Europe and, to a great extent, the rest of the world, is in more urgent need of food than ever before in history. The barometer of agricultural prices has registered an abnormal rise within the past three months, which is the best indication of the demand. The supply of products in Europe is estimated to be vastly under this pressing demand. Great Britain and the continental nations must look to the United States as the greatest storehouse of the world for the essential food products. In keeping with Europe's recognition of America's pre-eminent position as a producer of food has been the constant call for cargoes from various parts of the United States. The Atlantic ports have been the great exporters of grain since the opening of the war, but California on the Pacific Coast has been the largest shipper of fruits, both canned and dried, in the entire country. It is realized that the diet of the soldier must include fruits and preserves as a balance to the meats and cereals which make up the most important part of his fare.

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GREAT YEARS FOR FRUITS.

California is practically the exclusive source from which canned and dried fruits will be secured by Europe. This provides an unparalleled opportunity for the growers of fruits in the immediate future. In the light of present conditions it may be safely calculated that 1915 and 1916 will be most profitable years for the growers of prunes, peaches, apricots, apples and other fruits adapted to canning. Whether the war continues or not matters little, since the havoc now being wrought will leave the foreign countries so devasted and barren of growth as to threaten starvation to the peoples there.

There is another consideration which should favor the California grower. In the production of most of the semi-tropical fruits and nuts, such as the walnut, the almond, raisins, figs, oranges and lemons and others, California has no rival in the United States. The countries of Europe or those closely related which enter into competition with California in the production of these semi-tropical products, in great demand in the United States, have been rendered unable to carry on their usual exportations. California has the entire United States almost to itself as a market for walnuts, prunes, raisins, oranges, lemons, figs and, to a large extent, for fine wines. If Italy is involved in the war all fine wines would have to be supplied by California, and also olive oil and all lemons. In short, the war condition presages prosperity to all engaged in the horticultural industries of California.

For the benefit of the newcomer to California who is desirous of entering one or another branch of agriculture with a view to reaping large profits, it is only fair to sound the warning that the easterner or middle westerner cannot expect to take hold of a semi-tropical fruit orchard and realize as satisfactory returns for the first year as can the Californian, who has become familiar with this State's peculiar climatic and soil conditions. The man who has been growing wheat or corn in Dakota or Kansas cannot possibly accomplish the same success with oranges or lemons or walnuts until he is experienced. Since the majority of those who settle in California during the coming years of 1915 and 1916 probably will not be able to purchase fruit orchards in bearing, the special demand will be for land which will yield profitable field crops or other seasonal products.

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BEETS AND BEANS.

The two most important field crops in California, aside from grain, are sugar beets and lima beans. Lima beans return a greater profit to the grower than do sugar beets, but this has the qualification that there is plenty of good sugar beet land available in the State, whereas most of the desirable lima bean land is now under cultivation.

Sugar beets to return a substantial profit to the grower must be raised in the vicinity of a sugar factory, as the freight incurred in shipping them from distant sections is too high to allow of profit. The districts which now support sugar factories are Spreckels in Monterey county, Oxnard in Ventura county, Chino in San Bernardino county, Betteravia in Santa Barbara county, Visalia in Tulare county, Long Beach in Los Angeles county and Los Alamitos, Santa Ana and Orange in Orange county. It will be observed, according to this, that the largest number of beet sugar factories are located in Southern California, and for this reason prospective growers of sugar beets had best locate in Southern California. The advantage which the sugar beet has over the lima bean is that it will grow on land which is more or less impregated with alkali. The lima bean is not alkali-resistant, and besides is limited to such localities along the coast as have frequent fogs. A vast area of land, previously considered valueless because of the presence of alkali, has been reclaimed through the planting of sugar beets. After successive plantings a certain percentage of the detrimental salt is absorbed and the soil rendered very fertile through its elimination. A method of draining the alkaline land by means of tile drains has been found extremely successful, and can be applied to most land having alkali. Numerous examples are on record in Orange county where land having alkali in the soil to the depth of two or three feet was purchased for $50 per acre and then drained so thoroughly as to now be worth $300 per acre for the growing of sugar beets, lima beans or other vegetables.

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AS TO INFORMATION.

Those interested in the sugar beet as a crop for 1915 should apply at the nearest sugar factory for full information as to land and seed and other essential aids. Mr. A. L. Peck, owner of the Anaheim Sugar Company of Anaheim, maintains offices in Los Angeles, and is one of the best authorities on sugar beet culture. Maj. Driffil, manager of the American Beet Sugar Company at Oxnard, employs a staff of field chemists and soil experts who are at the service of the growers in scientifically instructing them in beet growing. Application to him will be met with courteous response, and the information obtained by the prospective grower will be most valuable.

Sugar beets are planted in the late spring, the soil having first been carefully prepared by plowing to as great a depth as possible. The factories open in summer, generally about July, and the campaign of converting the beets into sugar goes on as long as there are any beets to harvest, which generally lasts about 100 days. Sugar beets will average ten tons to the acre, for which is received an average price of $6 per ton. Payment for beets is made on a sliding scale, according to the percentage of sugar content. The most fertile land will, of course, produce the beets with the highest content of sugar, although climatic conditions largely affect the sugar in the beet.

An enormous shortage in the world's supply of sugar is now faced because of the European war, and this accentuates the importance of the American domestic beet sugar production. California is recognized as the principal beet sugar producing State of the Union, and hence the opportunities of the beet growers here never have been more auspicious than at the present moment.

Comment on lima beans is confined to the statement that it is probably the most profitable seasonal crop, year in and year out, in all California. The fact that California produces over two-thirds of the entire lima bean crop of the world is sufficient explanation of its commanding position as a dictator of prices and supply. The crop is planted in April and May and harvested in September. Lima bean growers realize from 4 to 6 cents per pound for their product in the field, which, at an average yield of twenty eighty-pound sacks to the acre, would make the gross return $96. As compared to walnuts or oranges, which have shown as high as $500 to $1000 gross profit to the acre, this does not seem impressive. But the qualification which makes the lima bean even more desirable to the newcomer than either the orange or the walnut is the fact of its being a season crop, requiring a limited expense to the acre in cultivation and a very small amount of irrigation. Out of the gross of $96 to the acre there is in most cases about $60 net profit. Also it must be noted that there are cases recorded of forty sacks yield to the acre. To further exemplify the profitableness of this field crop, reference should be made to this year's output of the Irvine ranch in Orange county, which from 25,000 acres produced $1,000,000 worth of lima beans. Wherever lima bean or sugar beet land can be secured by the farmer settling in Southern California, it is the best purchase he can make.

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VEGETABLE CROPS.

Other crops which will offer attractive opportunities to growers in 1915 are celery, lettuce, tomatoes, bell peppers, onions and potatoes. There is a limited shipping demand for radishes, brussels sprouts, beets, carrots, turnips, parsnips, egg plant and parsley at good prices. The most important shipments of vegetables to the East from Southern California are celery, lettuce and onions. The districts where these can be raised are, in the order of their extent of acreage, Los Angeles county, including the El Monte and Los Angeles city sections; Orange county at Smeltzer and Bolsa Chica, and the Imperial Valley. Los Angeles city and El Monte are the largest and most productive areas for vegetables, and next to these is the Smeltzer district. Imperial Valley is fast forging ahead in the production of onions, asparagus and bell peppers.

Celery, raised either in the El Monte or Smeltzer districts, will return the grower from $50 to $100 per acre. Some years are much more prosperous, depending upon the extent of the eastern production of this product.

Lettuce brings the grower from 5 to 10 cents per dozen, which means a gross return of from $50 to $70 per acre. The demand for this product is always strong.

Tomatoes generally net the grower higher profits than either celery or lettuce, averaging about $100 to the acre gross.

Cauliflower, although subject to a more limited demand, averages $100 to the acre.

Onions, raised on an extensive scale in the Imperial Valley, are reported to have brought the growers an average of $500 gross to the acre this year. This is at the rate of 500 crates of the Bermuda variety to the acre, worth $1 per crate.

Casabas and cantaloupes are the most profitable melons, returning $100 and up to the acre.

All of these vegetables must be planted in the summer so as to mature for the winter markets, when prices are highest. Full information regarding available land for these crops and methods of cultivation and marketing factors may be ascertained from the California Vegetable Union.

Wages and Hours in Los Angeles.

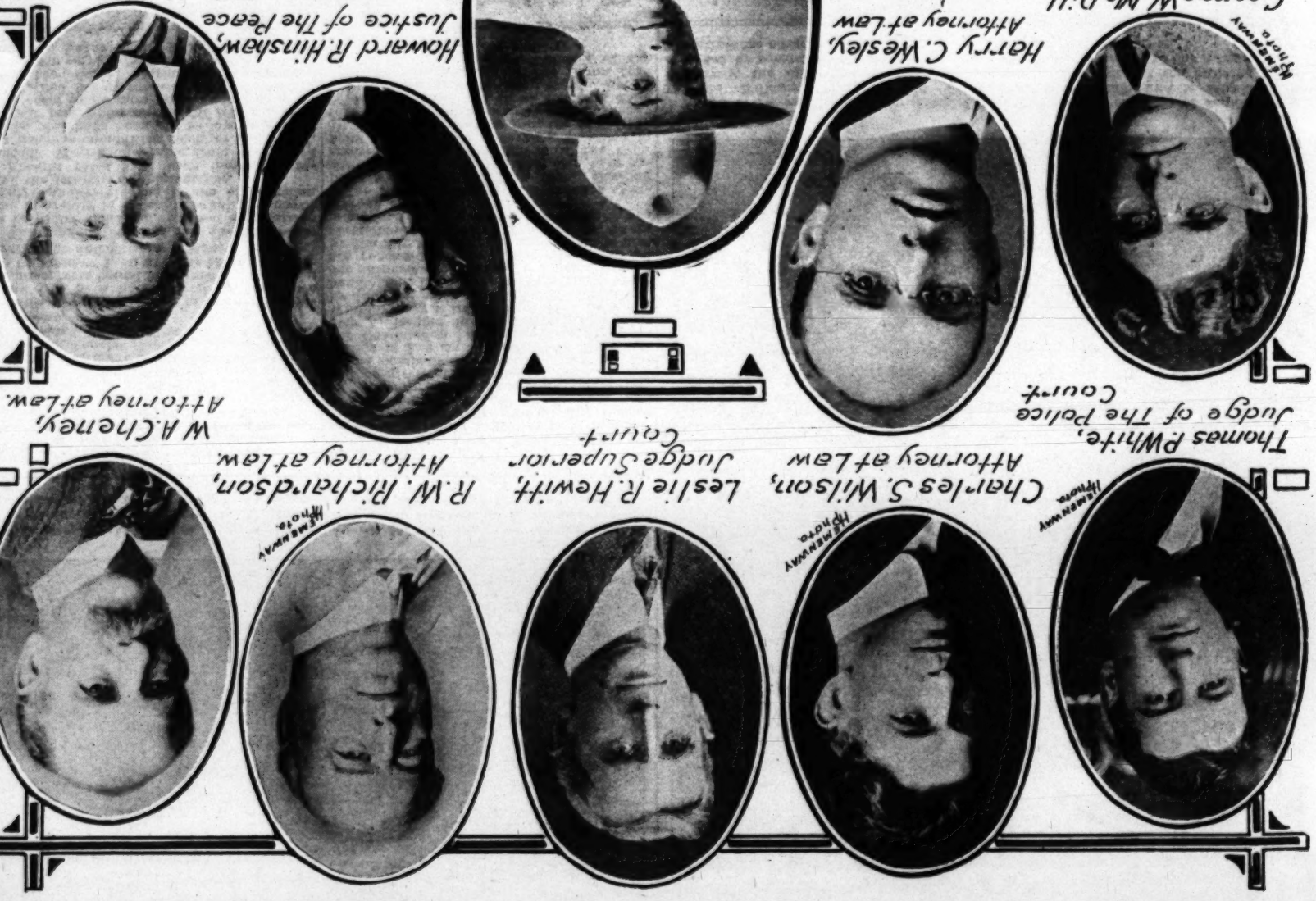
NO MORE important consideration is before those who are thinking of making their home in Los Angeles than the questions, "What wages can I get and how many hours weekly will I have to work?" Answers to these vital questions, as furnished by the United States Bureau of Industrial Relations, are found here:

Trade.	Weekly Hours.	Wages per Hour.
Building Trades.		
Bricklayers	44	$0.7500
Carpenters	48	.5000
Cement workers, finishers	48	.6250
Cement workers, laborers	47	.3750
Engineers, portable and hoisting	48	.5000
Hod carriers	44	.4063
Inside wiremen	48	.5000
Inside wiremen, fixture hangers	48	.5000
Laborers, building work	44	.3438
Marble setters	44	.6250
Marble setters' helpers	44	.3750
Painters	48	.4375
Plasterers	44	.7500
Plasterers' laborers	44	.5625
Plumbers and gas fitters	48	.5625
Sheet metal workers	44	.5625
Sprinkler fitters	48	.4375
Sprinkler fitters' helpers	48	.3125
Steam fitters	48	.5625
Stonemasons	48	.6250
Structural ironworkers	48	.5000
Structural ironworkers, finishers	48	.5000
Tile layers	48	.6250
Tile layers' helpers	48	.3438
Granite cutters	48	.6250
Bakery Trades.		
First hands, ovenmen	54	.3889
Second hands, bench hands	54	.3333
Third hands, helpers	54	.2222
Mill Work.		
Carpenters	48	.6250
Metal Trades.		
Boilermakers	54	.3500
Boilermakers' helpers	54	.2500
Coremakers	54	.3750
Machinists:		
Manufacturing shops	54	.4000
Auto repair shops	54	.3750
Breweries	48	.5625
Railroad shops	54	.4000
Repair shops, general	48	.5000
Newspaper offices	48	.5000
Machinists' helpers	54	.2500
Molders, iron	54	.3750
Pattern-makers, wood:		
Jobbing shops	48	.5300
Manufacturing	48	.5000
Printing Trades, Book and Job.		
Bookbinders:		
Cutters	48	.4063
Finishers and forwarders	48	.4063
Rulers	48	.4063
Compositors	48	.4688
Compositors on poster work	48	.5417
Electrotypers, all classifications	48	.5833
Linotype operators	48	.5833
Pressfeeders:		
Cylinder presses	48	.3542
Platen presses	48	.2917
Pressmen, cylinder presses:		
Operators of one or two-cylinder presses	48	.4688
Operators of one-cylinder and two-platen presses	48	.4688
Pressmen, platen presses:		
Operators of one to three-platen presses	48	.4063
Operators of four-platen presses	48	.4271
Operators of more than four-platen presses	48	.4479
Printing Trades, Newspaper.		
Compositors:		
Day work	45	.6222
Night work	45	.6889
Linotype operators:		
Day work	45	.6222
Night work	45	.6889
Machine tenders:		
Day work	45	.6222
Night work	45	.6889
Pressmen, web presses:		
Head pressmen, day work	48	.5883
Head pressmen, night work	42	.6667
Journeymen, day work	48	.5208
Journeymen, night work	42	.5952
Tension men, day work	48	.5521
Tension men, night work	42	.6310
Stereotypers:		
Day work	48	.5625
Night work	48	.5625

Street Railways (electric.)	
Chief inspector	$140 per month
Other inspectors	$90 per month
Chief dispatcher	$105 per month
Other dispatchers	$95 per month
Power-house foreman	$125 per month
Tower men, day	$85 per month
Tower men, night	$80 per month
Switchmen, day	85 per month
Switchmen, night	$80 per month
Janitors	$60 per month
Station agents	$60 to $90 per month
Chief Engineer's department:	
	Wages per Day.
Foreman	$3.00
Assistant foreman	2.75
Inspector	3.00
Watchman	2.00
Trackmen	2.00
Laborers (Mexicans)	$1.50 to 1.75
Rough carpenters	2.75 to 3.00
Painters	3.50
Carpenters' helpers	2.50
	Wages per Hour.
Plumbers	41½ to 45 cents
Coppersmiths and tinners	37 to 39½ cents
Trackmen	28½ to 38½ cents
Trainmen:	
First year	25 cents
Second year	26 cents
Third year	27 cents
Fourth year	28 cents
Fifth year	29 cents
Sixth year	30 cents
Electrical engineering department:	
Foreman	30 to 32½ cents
Helpers	27½ cents
Gang foremen	37½ cents
Assistant foremen	35½ cents
Line department, construction:	
Line foreman	41 6-9 to 44 4-9 cents
Linemen	41 cents
Groundmen	25 to 27½ cents

Space forbids further detail of this most interesting subject—wages and hours of labor in industrially-free Los Angeles. Suffice it to say that while Los Angeles continues "industrially free," the chances for work at good wages will be better than in other American cities of equal or greater size. And moreover, the matchless climate of Southern California means work for every working day (besides many Sundays) all the year round. That insures a far larger yearly earning capacity—far more wages in total—than workmen can secure elsewhere.

BENCH AND BAR



BENCH AND BAR

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Attorney at law

F. E. Davis,
Attorney at law.

Judge W. A. Renmie
Venice, Cal.

The Best Things to Plant in California in 1915.

New Era of Gold Mining Activity in California.

AFTER SIXTY YEARS.

NEARLY sixty years ago, while engaged in work on a lumber mill at Colona in El Dorado county, James W. Marshall ran across a few grains of gold which had been washed out in the course of deepening the "race." This marked the beginning of California's fame, which has since spread to the ends of the earth. The lure of precious metal brought thousands across land and sea, and at first all yielded to the glitter of the yellow metal. Later, however, in turning their attention to other things they lost sight of the original object of their migration. Agriculture, and the allied industries, climate and a multitude of other attractions claimed a share of attention. Gold, the center around which the destinies of the State had been woven, was supplanted.

The zenith of gold mining was touched in 1852 when a production of over $80,000,000 was recorded. Those, indeed, were boom days, when rich nabobs paraded the streets of the mushroom-like cities and sang praises of prosperity. Unfortunately, however, the pioneers of the industry had not learned the lesson of conservation. They grasped at that which was richest to their eyes in the form of free-milling gold and left that which required more difficult and elaborate treatment.

Suddenly the production began to decline—almost as suddenly as it had grown. In ten years it fell off 100 per cent. At this point, however, the falling off became somewhat less precipitate, but gradually continued until in 1889 the output was less than $12,000,000. Here a change for the better commenced. The remaining operators had given a more studious consideration to the problems of treating low-grade ore, and other factors also helped to stimulate the falling industry. The yield began slowly to increase again, until in 1909 it exceeded the coveted $20,000,000, or a larger total production than any year since 1883. Again in 1913 the $20,000,000 mark, and incidentally 1909's product, was surpassed. Moreover, one year previous California had recaptured first place among the States of the Union from Colorado.

This brings the industry almost up to the present day. The production for 1914, it is estimated, will show a moderate gain over 1913, when the final figures are issued. And now, with the enviable record of an aggregate production of $1,500,000,000 gold to its credit California again stands on the threshold of a new era of gold-mining activity. This new era is not to be confounded with that frantic search for gold which immediately followed its discovery by Marshall. The spirit of the people, the circumstances of the period, all the things which contributed to and made possible the wild excitement which prevailed then do not exist today. At that time the reports of gold in California were like a call from fairyland; tthe very name of the State was magic.

* * *

MORE BUSINESSLIKE.

By its very nature the present mo is of a systematic and essentially stable character, and will probably continue so. The attention of new investors is now directed principally toward the old and abandoned mines of the State — those which were worked for the free-milling gold, and then labeled unfit for development by their former operators, who did not possessess the knowledge or the patience requisite to the exploitation of the low-grade ore. Many of these famous old mines have changed hands during the past year or so, and new companies have been organized to reopen them. In many instances they have passed under the control of strong organizations of capital. By their very character they attract investors who are well supplied with money. The work of developing such properties requires large resources as well as competent judgment and a thorough acquaintance with all the ramifications of modern methods.

The interest in the mining properties began to manifest itself in a manner to be noted a year or so ago, and there are a number of influences which have since served to give it increasing strength. First of all the persistence of ore bodies in the Mother Lode districts to great depth has been more convincingly demonstrated. The North Star mine, for instance, is developing the same vein on which it worked fifty years ago.

Although local conditions surrounding California's mines have had a great deal to do with arousing a growing interest in the opportunities afforded by the industry the effect of the war and the general business pressure may be traced in the gold-seeking movement. Uncertainties in some of the other mineral industries have caused operators to turn to gold. Gold is always worth a certain fixed price, whereas the other metals and oil fluctuate greatly, especially in unsettled periods in the world's financial history.

* * *

TREKKING THE TRAILS.

Of course, the new movement toward gold mining is still largely in its infancy, but there are unfailing signs of its growing extent. Even the prospector is once more trekking the hillside trails, only nowadays he is equipped with more modern implements than his predecessor of the "forty-nine" days.

Moreover, there is inquiry for prospect properties, for mining tools used in exploratory work, etc. A few discoveries would serve greatly to stimulate the indicated activity, but unfortunately would probably also bring in their wake a number of wildcat concerns, organized solely for stock-selling purposes.

The best-informed mining men center their belief in the coming revivification of California's gold mining around the reopening of the abandoned wealth producers. They predict that in the next few years California will as a result once again occupy a position of tremendous prominence in the industry. She will be yielding one-fourth, or one-third, mayhap more, of the country's output, instead of one-fifth, as at present.

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EFFECTS OF THE WAR.

The war will tend to stimulate the search for gold. It is possible that if it is long continued many of the mines of South Africa will be forced to suspend on account of their inability to secure a sufficient supply of cyanide, Germany being the leading producer of the commodity. Other uncertainties involved in the conflict which may affect the great gold fields of the Transvaal, Rhodesia, etc., will tend to deflect the investment of foreign capital to the mining enterprises in this country.

With reference to the South African gold mines, there are indications that British interests may find California an equally attractive region for investment. There have been a number of important deals consummated within the past year in which English people have figured prominently. And on the whole they have been among the most active in their inquiry for properties.

During the past few years California's gold production has averaged between $19,000,000 and $21,000,000 per annum. More than 50 per cent. of the product comes from the deep mines. Dredges yield about 40 per cent. The principal sections where dredge mining is in progress are in Butte, Sacramento and Yuba counties. Nearly fifty of the gold boats are operated in these three districts combined. In all there are thirty-two counties producing gold during 1913, the last year for which government statistics are, at this writing, available. Five of these counties produced over $2,000,000 in gold, and they were Nevada, Amador, Sacramento, Yuba and Butte. Those sections along the Mother Lode, from Tuolumne north, are the ones where the foundations for future greatness are being laid.

One of the most significant developments in the past few years in the dredging field has been the strong foothold which the Guggenheims have secured. It has brought to light in striking fashion the fact that this branch of the industry is also replete with opportunities, when the efforts of the investors are fortified by a strong reserve of capital. Some of the largest dredges in the world have recently been installed.

Another line of expansion which has been visible in certain sections in quartz mining, has been that resultant on the construction of small mills. These plants enable operators to extract their product at comparatively a low initial cost, and to avoid the expense of having the ore treated at the larger mills of their neighbors.

* * *

THE INDISPENSABLE CYANIDE.

For a time after the war broke out it was feared that the revival of gold mining might be seriously impeded by the shortage of cyanide. Nearly the entire supply used in this country had been imported from Germany. The domestic manufacturing establishments, which at one time furnished a sufficient amount for our needs, had been closed and dismantled following the removal of the tariff, except one, the largest, which was operated at a very limited capacity. This one factory managed, however, to supply the industry during the period of stress, and since then Germany has made arrangements for the resumption of shipments to this country. Cyanide, of course, has become an absolutely indispensable element in the process of reducing the world's gold ore.

While California has been principally the scene of the revival of interest in gold mining, the movement has not been confined to this State. In all the Pacific Coast sections more attention is being given the yellow metal than in a number of years. It seems in some ways to be a natural outgrowth of unsettlement in the monetary world. When they do not find gold easily obtainable in large quantities at banks, some people take it upon themselves to seek it in its native state.

And while gold is receiving this marked degree of attention it would be well to consider some of the other mineral resources which California possesses in such liberal reserves. Many of them will be greatly enhanced in value by the war. Such products as magnesite, potash, quicksilver, etc., are deserving of especial recognition. By exploiting them the State will acquire for itself and for the country at large a new independence of foreign countries, and will at the same time gather wealth into its coffers.

EDWIN R. SCHALLERT.

Dates—Our New Sixty Million Dollar Industry.

AN INTERESTING CROP.

ALTHOUGH the date industry is still in its infancy in America, its success is assured. One date palm in the Coachella Valley of Southern California—at the very rim of the great Desert of the Colorado—has demonstrated its producing qualities and the adaptability of the date to this peculiar soil and climate by yielding 500 pounds of fruit during a single season. And this tree is not yet at its prime!

Fifty trees to the acre is the average; but as fruit is produced on female trees only, reduce the number by one to allow for the single male tree which is required in producing blossoms with which to pollinate the female flowers and you have the enormous yield of 24,500 pounds per acre.

California dates today command $1 per pound in the market, and at that fancy price the growers are unable to supply the demand. But of course no such yield nor price may be expected to be maintained, and for the purpose of this article the yield per tree will be reduced to 100 pounds and the price per pound will be scaled down to 25 cents. This will still leave a total revenue of $1250 per acre. That this price will be maintained, for a number of years at least, is the opinion of a California agricultural college expert who has made an investigation based upon supply and demand. He gives it as his opinion that an average price of 25 cents per pound will be realized by the growers during the next fifteen years at least.

The yield of the date palm in full bearing varies widely with the variety. Yields as high as from 500 to 600 pounds per tree have been recorded and already in Southern California it is not unusual to find a tree bearing half as much. In the vicinity of Indio one tree in a single season produced over 500 pounds of fruit.

Trees grown from offshoots, or suckers, begin to bear in the third or fourth year, attain their greatest vigor at from fifteen to twenty years, and continue bearing indefinitely. In the date gardens of the old world there are many orchards whose trees are more than a century old and the history of numerous specimens dates back as far as five hundred years.

The palm is propagated from offshoots and from seed, although the former is the better way, since seedlings fail to come true as to variety. Gardens consisting of trees grown from seed will produce fruit of many kinds ripening at various periods. Add to this the fact that fully 50 per cent. of the trees grown from seed will be males it will be seen that much valuable time will be lost before the sex of the tree can be determined and the superfluous males weeded out. Unlike other fruit trees, the date cannot be grafted or budded. Thus the date industry offers no inducements to either the poor man or the one who is in a hurry to convert his fertile acres into a revenue producer. Water for irrigation is one of the essentials, and the cost of a well and pumping plant forms no small item of the expense, for while dates flourish in the desert it is only when the soil is well irrigated. Satisfactory results follow only when the head of the date palm is kept hot and the feet are moist.

* * *

THE CLEAN AND ATTRACTIVE ONES.

The consumption of dates in the United States today is only about 22,000,000 pounds annually, but this is certain to increase even more rapidly than the supply, as clean and attractive dates are now strangers to most American palates. The present consumption in the United States amounts to only about one pound per family per year, whereas in Arabic countries it is not unusual for families to consume from ten to fifteen pounds per day. In Tripolitania the date is the principal food of the natives throughout the year and in other date-growing countries a native often consumes as much as six pounds per day. Dates and milk, and dates, butter and honey are combinations that delight the taste in Arabia. Date jam, preserves and syrup are forms in which the fruit is utilized.

Pollen from the male tree for the fertilization of the female blossom may be kept over from one year to another, as the bloom seems to lose none of its fertility. Until quite recently no effort has been made to improve the quality of the fruit or originate a hardy variety through the development of a pedigreed male. But now this feature of the industry is receiving consideration and the grower, instead of utilizing the seedling male of unknown strain, is through cross-breeding producing male trees of definite characteristics. It is believed that through this means the horizon will be materially widened and that it will be only a few years until there will appear an established variety of the date which will ripen its fruit in the interior valleys of the Southwestern States where frosts are so severe as to prevent present strains from maturing their saccharine-laden berries.

* * *

THE HARVESTING PROCESS.

Although the industry is new in this country new methods have been introduced to insure the successful harvest of the crop. Instead of waiting for the fruit to ripen naturally on the trees, as is done in Africa, Persia and other date-growing countries, thus inviting damage from insects, dust and unfavorable weather, it has been learned that the fruit loses none of its qualities by being picked green and ripened artificially. For this purpose an incubator is used and the bunches of fruit, or racemes as the fruit clusters are called, ripen their fruit evenly. The depredations of birds and insects are combatted by enclosing the developing bunches of fruit in sacks made of cheesecloth or some other light fabric. Noxious scales have already appeared to sap the life blood of the palm and thus interfere with its fruit-bearing qualities, but such pests as do not yield to a spray are conquered by the use of a gasoline blower torch.

A government bulletin in the nature of a prophecy, issued as early as 1883, summarized the situation by remarking that the date palm grows and flourishes in places where the grapes would be burned on the vines; in a soil too poor and too purely mineral for any other fruit tree; and it produces the finest and best flavored dates, nourished by water too alkaline for man or beast to drink. In conclusion this early bulletin held out the hope and great probability of successful date culture over a large part of the western coast in Central and Southern California, Arizona and Colorado. That the author of this early bulletin was farsighted is proven by statements made in the latest bulletins issued, which state that the experimental stage has passed and declare that "a $60,000,000 industry has been established."

C. B. IRVINE.

Rice Growing in California.

Rice growing promises to become an important industry in California, judging from the experiments that have already been made. In Colusa county a company of Japanese contemplate putting about 4000 acres under cultivation this year, being already on the ground preparing the land for the proposed crop

BENCH AND BAR

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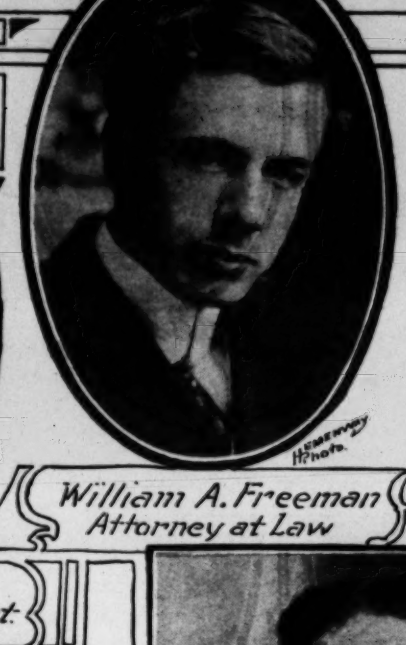
Attorney at Law



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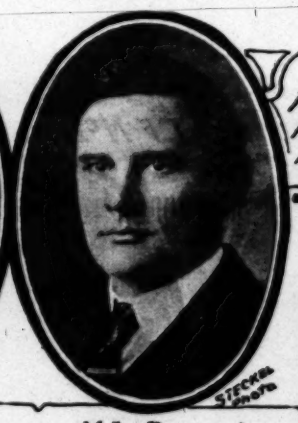

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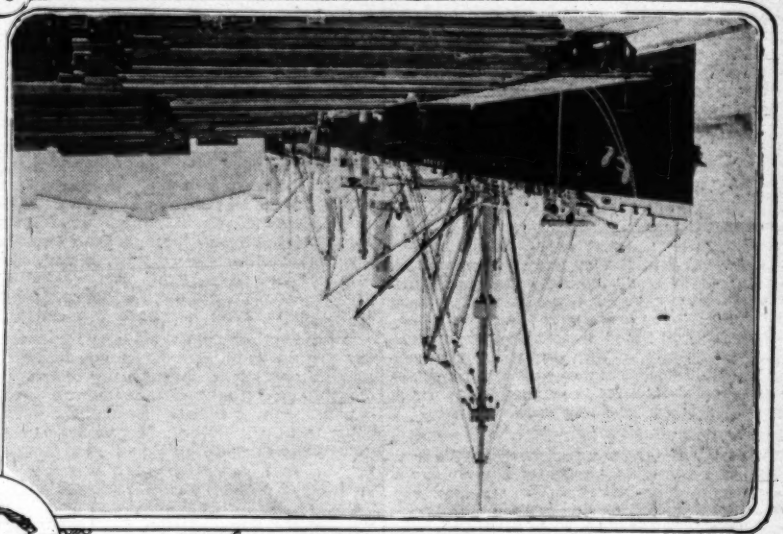
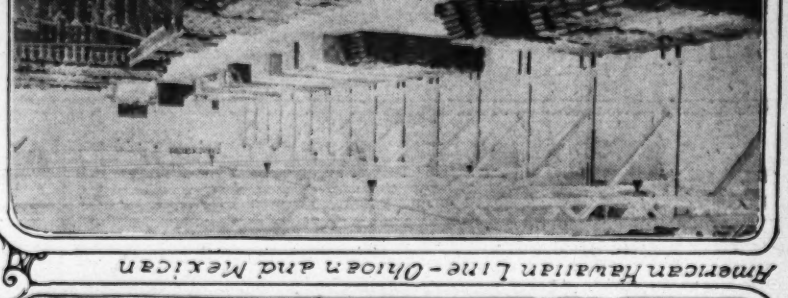
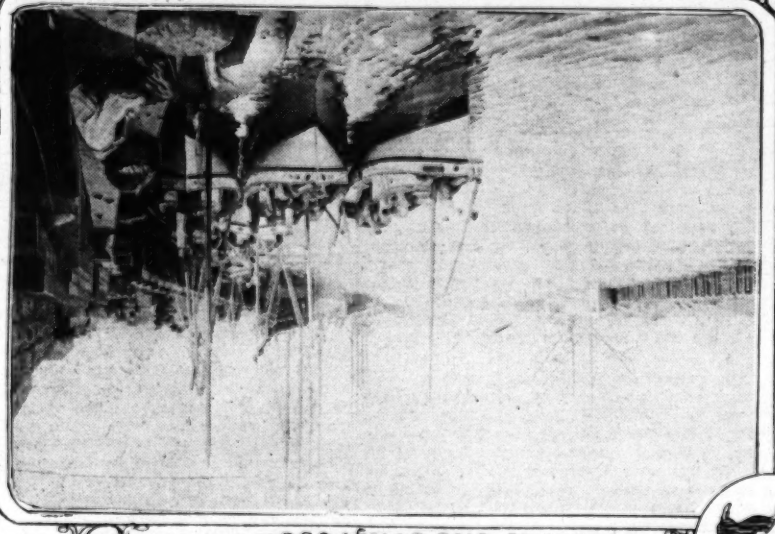


American Hawaiian Line—Ohioan and Mexican

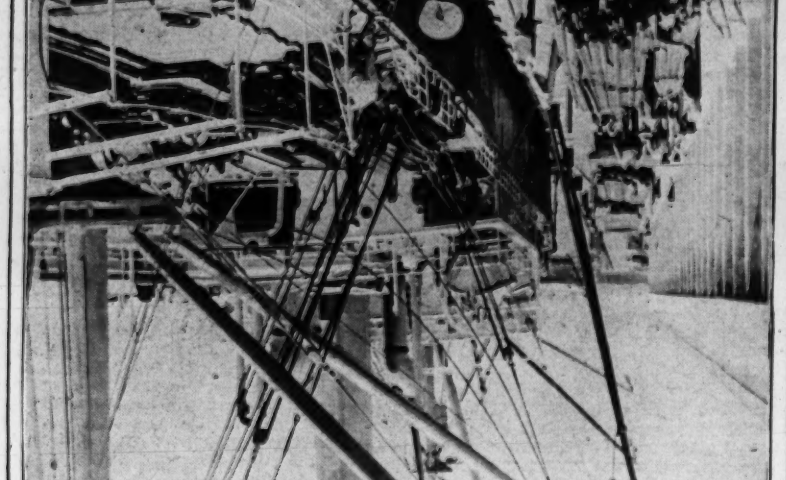


Outgoing cargo, Pier A, Wilmington.

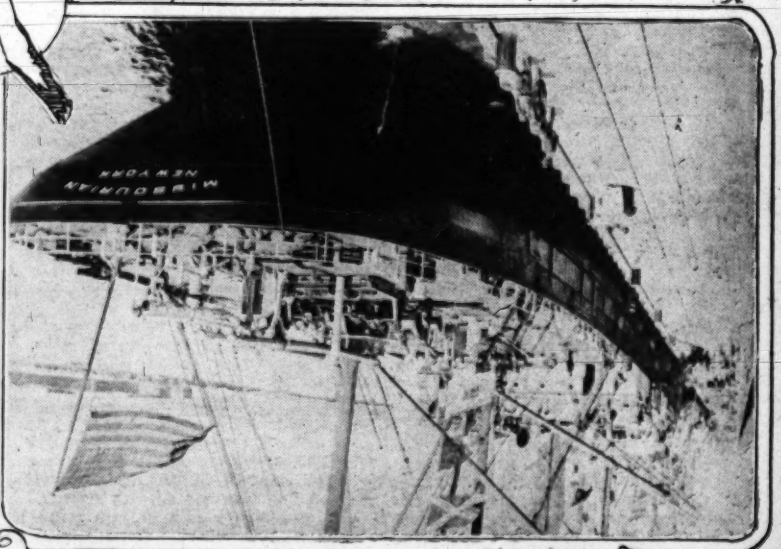
First cargo unloaded at Municipal Docks.



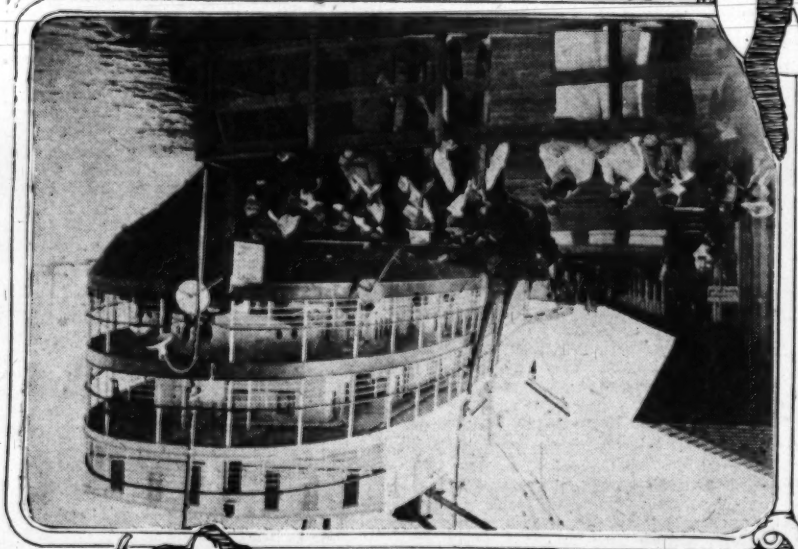
Fishing boats and schooners at SP Slip



Unloading Am. Hawaiian, Vera Cruz at Pier A.



Missourian, first boat from Canal, Aug. 28, '14.



Stern of the Congress.

Our Busy Municipal Docks at Los Angeles Harbor

In the Back Yards of Los Angeles.

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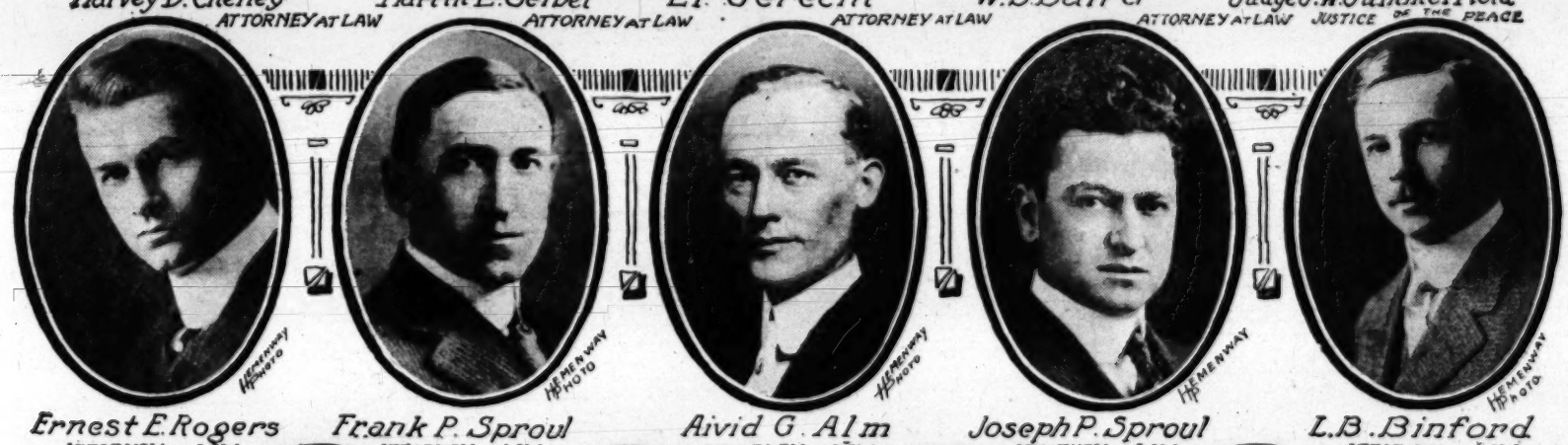

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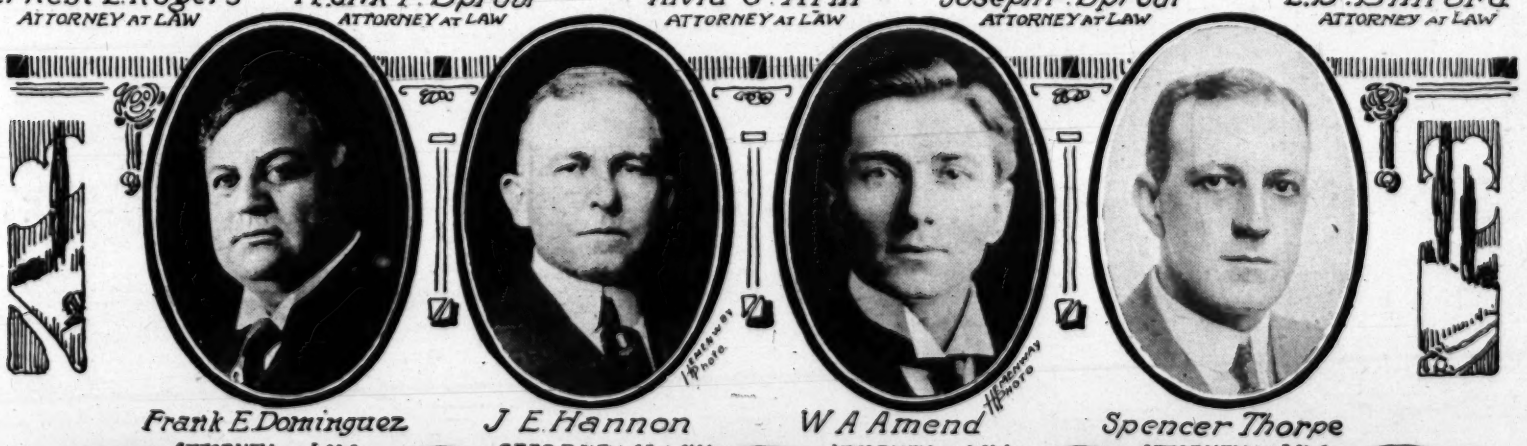

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Clyde E. Cate — ATTORNEY AT LAW
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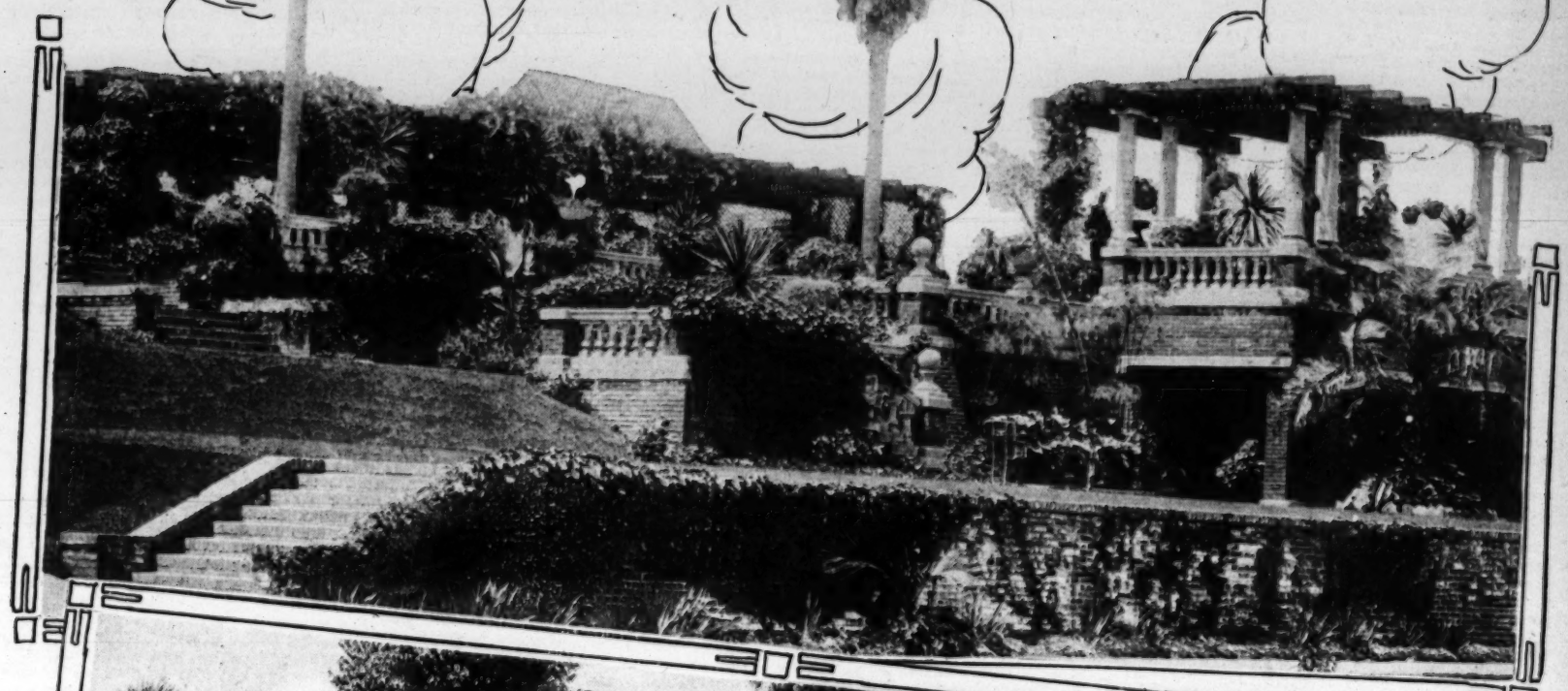
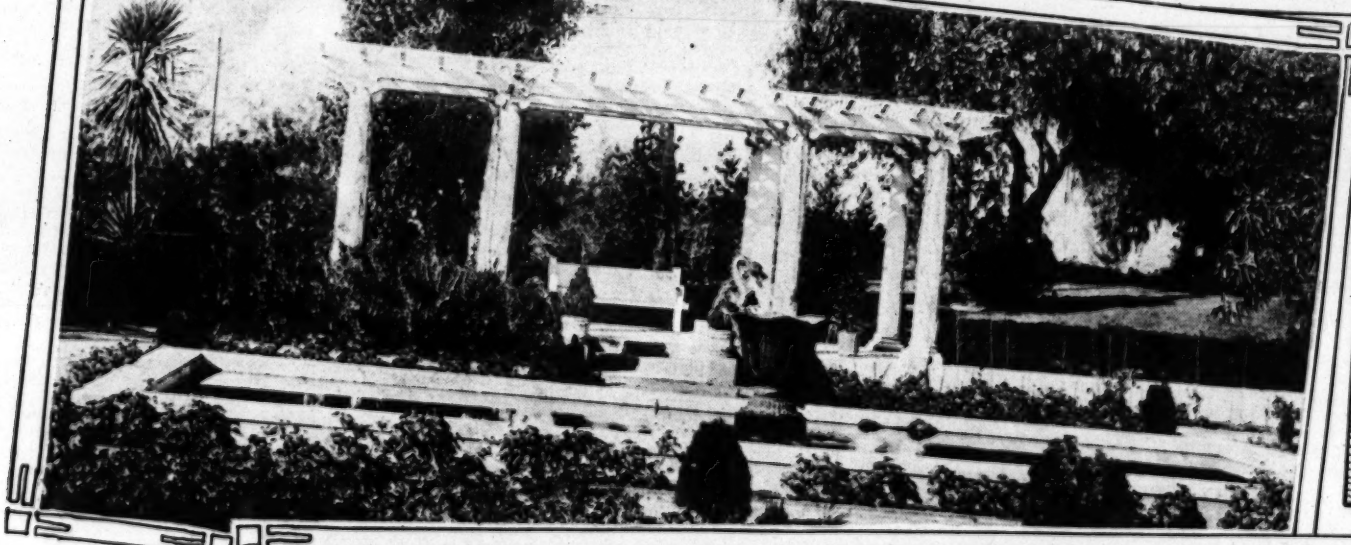
In the Back Yards of Los Angeles.





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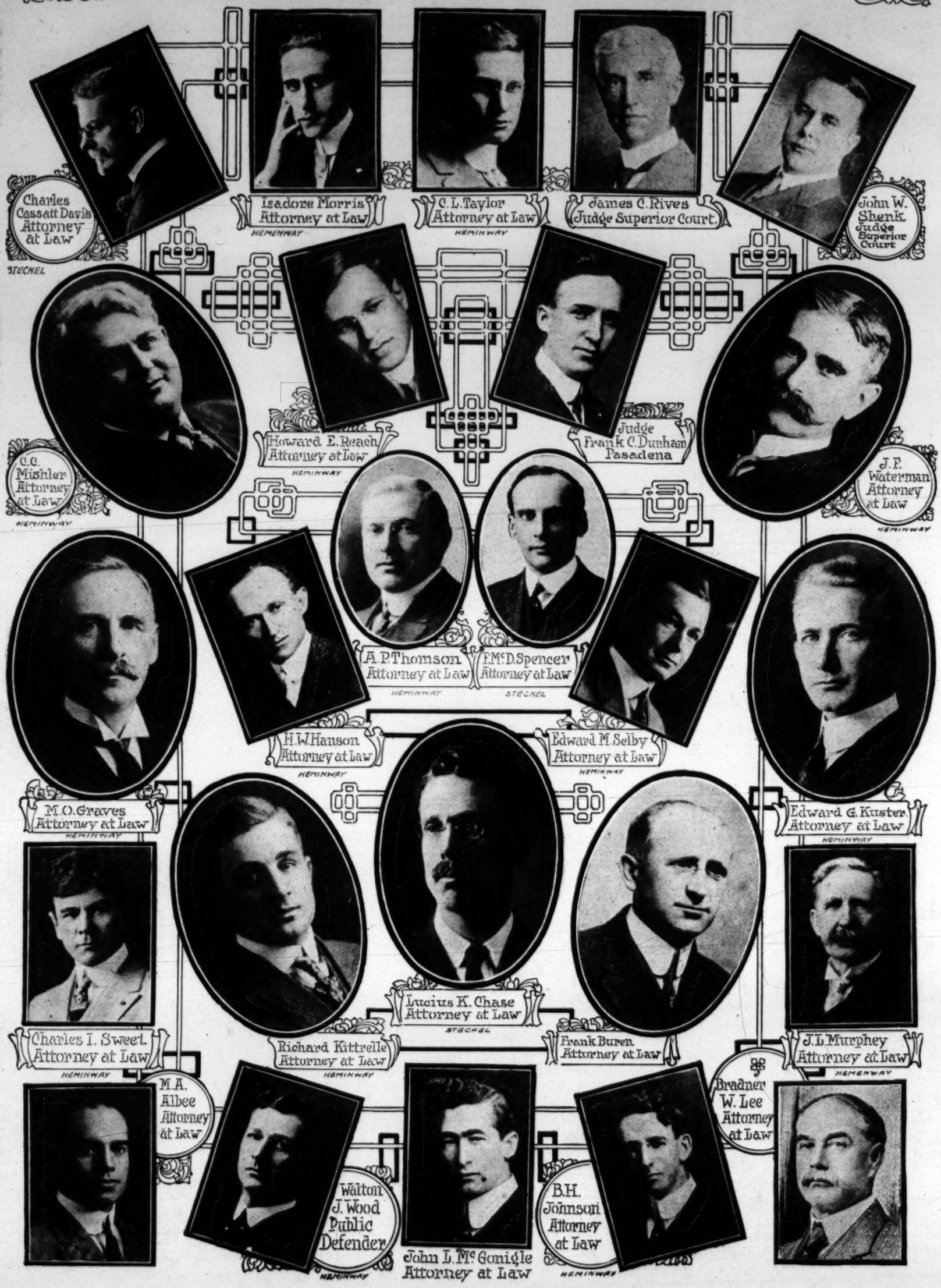
OUTDOORS AND IN.

"WHAT are the education facilities there?"

This is the question asked by every parent in planning to make a home. The answer to him whose eyes are turned toward Southern California is full of promise, redundant with proofs.

To educate is to lead or draw forth the

offspring—but quite the reverse, since in this as in many material ways, the fact that there has been nothing to undo has proven beneficial. The very best facilities have been installed from the beginning, both in the public and in the private schools of the Pacific Southwest. The private schools, for both girls and boys, are simply unexcelled. Here as in other and more commercial lines the climate has served us well, for the great-

usurped the mental despite the facilities for the former, anyone must grant who will glance over the lists of colleges, universities and seminaries which make up the list of schools in Southern California. None are missing from the Montessori for the budding brain of the smallest child, the kindergarten of the blossoming intellect, the individual teacher for the genius who cries out for especial instruction in some single

may have such advantage without cost. What this has been to those in professions or the sciences cannot be estimated. Many owe their advance in position and in pay to this generous opportunity.

There is no line of achievement which has not a representative institution in Los Angeles, from the all-around business college, which not only fits the pupil for practical commercial life but assists him to se-

Best Educational Facilities Here in the Southwest.

Raising Fat Turkeys on a Profitable Scale.

WOMEN'S SUCCESS.

ONE DAY Mrs. S. F. Wiles, who will go down in the annals of Imperial Valley as the Cotton Queen, because she tackled cotton when cotton was an unknown quantity in the valley and made good on it, was driving along the road toward the railway station. A neighbor woman from some ten or fifteen miles away came along from the opposite direction, hailed her and asked her if she would buy eight hen turkeys and a gobbler. The neighbor woman was ill, was giving up ranching and going back somewhere to her homefolks. She wanted two dollars apiece for the turkeys.

Because she had a soft heart for the woman, not because she wanted the turkeys, Mrs. Wiles wrote a check for $18, told the neighbor to deliver the turkeys to her ranch, went on to catch her train, and forgot all about it.

She was starting on a long tour for rest after her struggles with the taming of 320 acres of raw desert land. She had broken this land to barley and cotton and alfalfa, and then decided to stay with the alfalfa. When she went back to her ranch late the following year, she spied about a hundred turkeys.

"Where did you get those turkeys?" she asked her foreman. "Are they mine or yours? Have you been stealing turkeys or have I?"

"Don't you remember sending back nine turkeys the day you went away?" returned the foreman. "Well, that's the answer."

It seems the turkeys had been turned out into the alfalfa field and left to shift for themselves for two seasons. That suited them clear down to the ground. They ate all the alfalfa they wanted, hunted game in the way of bugs, worms and butterflies, attacked the kaffir corn when they wanted hard food, went to the irrigation ditches when they were thirsty. When mating time came the tom turkeys fought to a finish for their mates, with no one to referee the fight. The hens made their nests in the field, laid as many eggs as they pleased, sat on them when they got broody, and the flock increased and multiplied. When Mrs. Wiles returned, some of the toms weighed over thirty pounds. All the foreman had done for them was to build a ramada near the stables where they could go for shelter from the hot sun in the middle of the day. At night they roosted where they pleased, on the fence, the ramada or the barn.

* * *

THE TURKEY CENTERS.

Time was when turkey raising in California was a rather spectacular industry. Flocks of turkeys roamed at large in the vast grain fields of the San Joaquin Valley and were herded like cattle by men on horses. But with the division of those great fields into small vineyards and fruit ranches, turkey raising became rather a side issue in that section and the turkey center of the State slipped into the newer section of Imperial Valley, whose hot, dry climate seems especially favorable to turkeys. A few growers there have gone in for turkeys to the extent of a thousand or two, and nearly every rancher has as many hundred. The industry in the valley is, however, in an unsettled state largely through lack of system in marketing. Last year there was a big turkey crop in Imperial, and just before Thanksgiving ranchers drove into El Centro from miles around, with wagons loaded with turkeys. An impromptu market was held, and the voracious commission men bid the price down as low as 12 cents a pound. The growers were sore enough when they read in the papers that these same turkeys brought 30 cents a pound in Los Angeles. Nor did it soothe their hurt to learn that certain wise ones, who know the game of marketing better, had quietly contracted with butchers in the city, and thus received 22 cents.

Slipping downward toward Imperial the turkey made its last spectacular stand in the Antelope Valley, where ex-Senator Benjamin Hahn a few years ago suddenly found himself famous as the biggest turkey breeder in the State. He owned a stock ranch of several hundred acres in this great barren wind-swept valley, and as a side line put in some turkeys. The last year of his experiment he hatched 7000 poults. His turkeys were turned loose in an 80-acre field of alfalfa, were given a water supply, and little else except an inverted V-shaped rack 700 feet long with slats on both sides at two-foot intervals for a roost. The few weeks before they got their first feathers and the few weeks before their throats were cut constituted the period of personal care, and Mr. Hahn says if you can keep a turkey alive between the age of three weeks and two months it is a very easy bird to raise, provided it is left close to mother nature. At that critical period many turkeys just turn up their toes and die, without apparent reason. Mr. Hahn's theory is that the trouble is in breeding. In California, and no doubt elsewhere, all unconsciously inbreeding has continued for a long time. Breeders think they are avoiding this danger by getting new stock from their neighbors. But this stock is too often of the same strain as that it is meant to renew, the trouble being that exchanges of stock have taken place within too limited an area of country. For that reason stock should be brought into pens at frequent intervals from a distance, and an effort made to get stock not weakened from inbreeding in its own immediate locality.

* * *

PERSONAL ATTENTION.

Raising turkeys on a smaller acreage requires more personal attention than where they are merely turned loose to roam at large until fattening time. The first season of the amateur turkey grower is apt to be full of surprises. Perhaps that is Nature's way of eliminating the unfit from the ranks of turkey growers. Only the fit can weather disappointments.

A transplanted Kansan, by name C. P. Emerson, has a five-acre ranch at Gardena, a half hour by electric car from the center of Los Angeles. The main event on this ranch is the walnut crop from two and one-half acres of 20-year-old trees. A couple of years ago Emerson decided to plant the balance in turkeys. All he lost this season was 275 out of 450 hatched, and he is so enthusiastic over the turkey business that he intends to stay with it and make turkeys and walnuts put him on easy street. He says turkeys are no trouble at all. The loss of that 275 was merely the price of a valuable lesson.

He had decided on hatching turkeys in an incubator and raising them in a brooder. He built a brooder house of wood, with thin muslin around the upper half to let in plenty of air but keep out the cold. April and May are the best hatching months, and in most parts of California these months have cool mornings and evenings. Young turkeys hate cold and dampness. In the middle of the floor of this brooder house is a small stove burning distillate. Over it is an umbrella-shaped reflector which throws the heat to the floor. This floor is of common dirt, kept clean and well sprinkled with loose dust, for Mr. Emerson believes that clean dry dust is a sure preventive of lice and mites, to which turkeys are not naturally susceptible. They get them from chickens used for mothering, or kept as too close neighbors; but left to themselves are uncommonly free of pests.

* * *

THE BROODER HOUSE.

Last spring the first hatch went into the brooder house at forty-eight hours of age. They liked it and flourished. When they were four weeks old a new batch was ready for the brooder house, and the first ones were moved to one end and separated with a board partition. Thus they were left overnight, and in the morning the dead were stacked as high as the partition. The younger poults, in an effort to get to their older fellows, had crowded to the partition and been smothered by others, blind and utterly senseless in their eagerness to get over.

Instead of condemning his brooder house, Mr. Emerson profited by his lesson and next season will have two, so that each hatch can have exclusive possession of one house for six weeks. Within the first week the doors of the brooder house are opened and the poults allowed to run outdoors when the sun is warm. Save for the brooder house, Mr. Emerson provides no shelter for his turkeys. He has no pens, no coops, no roosts.

He allows them to run at large in a patch of alfalfa and shallu, a sort of Egyptian wheat with which he has experimented this season. Out in this field he has several self-feeders filled with wheat, rolled oats and bran, and from a pipe water drips continuously. Where food is always before them, Mr. Emerson finds that they take it as they desire, with no crowding and confusion and no danger of overfeeding for some and underfeeding for others.

At mid-day the turkeys stroll into the walnut orchard and strut in the shade until the sun begins to decline, when they stroll back to the feeding ground, returning later to the orchard to roost in the trees. Adult turkeys rarely stop feeding for rain, but for any that choose the trees afford sufficient shelter.

Save for that one great loss, Mr. Emerson has had absolutely no bad luck, in spite of a season of extraordinary weather—first, a cold late spring, then in September a week of unprecedented hot weather that took off chickens and rabbits in the neighborhood by scores with sunstroke. At five months his turkeys were as handsome a lot of Mammoth Bronzes as one could care to see, ranging from twelve to fifteen pounds; and just beyond their feeding ground was stacked the corn that practically doubles their weight during October and early November.

Mr. Emerson expects to have 500 birds next year, believing he can raise all the green food for that number on two and one-half acres, and willing that some one else shall grow the wheat and corn. Here again is a belief that the turkey is essentially a ranger and thrives best when left most to his own devices. Also that the greatest danger is from inbreeding. To quote Mr. Emerson:

"People have been throwing turkeys back and forth to each other over the back fence, thinking they were getting new stock. Everybody ought to get a new tom once a year from a hundred miles away."

* * *

TWO WOMEN AT IT.

Not far from the Emerson ranch are two women, Mrs. J. Osmond and Mrs. C. Baldrick, one with an acre, one with two and a half. Both have raised chickens, and both have been raising turkeys for the past two years, in pens not much larger than they allow chickens, feeding at regular intervals and in definite quantities, and they stand ready so far as their experience goes to dispute the ranging theory. They contend that the foraging bird grows long and rangy and does not plump out on a final corn diet like birds having less exercise and regulated bill of fare. The answer to this contention by more experienced growers is that turkeys confined to small space may do well for a season or two, but the stock lacks the vigor of the ranging bird.

They hatch their eggs with hens or incubators as they find convenient, feed the poults unsalted cornbread, a little later on dry mash, then changing the ration to alfalfa and lettuce with wheat, oats and bran, in definite quantities three times a day. Their chief losses have been due to liver trouble, and if turkeys' livers are like humans' there may arise a question as to whether the inactivity of this organ might be due to too little exercise. In addition to providing them plentifully with gravel, charcoal and pounded oyster shell, which do not appear conspicuously on the bill of fare of the rangers, these penned turkeys are fed at intervals chopped onion and green peppers.

Both of these growers are agreed that turkeys eat less in proportion than chickens, are less trouble and are more profitable in numbers ranging from eighty to 100. Mrs. Osmond found that during this season forty chickens maintained themselves and eighty turkeys almost to the corn-feeding stage. This year the turkeys' profit will be taken off in a lump at the season of sacrifice, and in September Mrs. Osmond refused 22 cents a pound from a man who wanted to buy and fatten turkeys himself. She believed it would pay her to fatten them with a prospect of 20 cents a pound on foot, which is easily obtained by breeders near enough the city to be more or less independent of commission men because of the possibility of reaching consumers direct. Next season she expects to take off some of her profits as she goes along as eggs bring 15 cents apiece in breeding season and a turkey hen lays an egg a day, while young poults just hatched bring 25 cents apiece, which is good money to anyone with backbone enough to stand up against the railings of ignorant people who buy young poults, don't give them proper care, let them die and come and want their money back.

* * *

A GLENDALE WOMAN'S SUCCESS.

Three years ago Mrs. W. D. Root, with 2¼ acres at Glendale, decided to try her hand at White Holland turkeys. Mrs. Root knows chickens from beak to spur, but turkeys were new to her save as she remembered them on her father's farm in her girlhood. She bought thirty eggs, hatched nineteen, and raised eighteen. A coyote had the other.

Last season out of 100 birds hatched, she raised eighty; and then as she thought she was getting pretty wise about turkeys came a season that broke all of California's records for thirty years in both directions, and out of 200 she raised forty. All of which goes to prove exactly one thing, that turkeys are like a gold mine, an A1 proposition when they are an A1 proposition, but capable of dealing out swift surprises.

Mrs. Root has no idea of giving up turkeys because of one bad season in three. She has learned too much about turkeys and believes there is money in them as a side issue on a ranch.

After her first hatch the man from whom she had her eggs persuaded her to buy his stock of six hens and one tom. After they were delivered, on weighing them, she found them far below the standard weight, the tom being but seventeen pounds at one year instead of twenty-six. She straightaway set about breeding these as well as her own stock up to standard. She undertook systematic feeding, allowing the adults to run in a field of green oats, then alternating in fields of ripe oats and green oat sprouts, with a plentiful supply of clabbered sour milk. Today that tom weighs twenty-seven pounds, and on the same diet her own stock at eight months weighed twenty and twenty-two.

Her first turkeys were raised entirely by hand. Hatched in an incubator, they were transferred after twenty-four hours to a market basket lined with clean straw, covered with several thicknesses of old woolen undershirt, so arranged as to give plenty of air. On very cool nights a comforter was added to the undershirt.

At two days the poults were allowed out on the lawn for a bit of sunshine and the feel of grass in their toes. A small fountain of slightly warmed water was placed inside an improvised pen, with a basin of grit. They were given their first lesson in drinking by having their beaks dipped into the water, and in eating by a wheedling process of tapping the grit dish and calling, "Here, turkey—turk!"

* * *

THE ONION DIET.

A few hours later the lesson was repeated, this time with a mash of boiled egg and chopped onion and bread crumbs. At first the youngsters were fed five or six times a day, but three times soon proved enough, and before the end of the first week cottage cheese and lettuce were added to the menu.

At ten days they were transferred to a small wire yard, where a bit of clover grew, and a small tree gave mid-day shelter. From this time they began to take care of themselves, seeking their hover when they wished it during the day, and stalking about the yard in quite grown-up fashion.

When they outgrew their basket for the night, contrary to the advice of experienced breeders, they were transferred to a home-made fireless brooder, a soap box fitted with a small door at the bottom. In place of a lid a frame of laths was made, to which two piles of cheap outing flannel were tacked, loose enough to sag in the middle, and over this the woolen undershirt still did duty. Below the cover holes were cut in the box for ventilation. Clean straw in the bottom of the box completed the new hotel of the poults. After a few nights in the incubator room for observation of its merits, the brooders was transferred to a big dry goods box outdoors, over the front of which was hung a piece of burlap. The small door of the brooder was left ajar to give plenty of air. The big box was set in a patch of green oats, and gradually the mash of egg and onion gave way to wheat and steel cut oats, and clabbered sour milk took the place of cottage cheese, which is more or less dangerous unless carefully made. The egg disappeared entirely from the ration as Mrs. Root believes it tends to cause liver trouble. The amount of onion was increased together with chopped lettuce, a little oatmeal, and an increasing amount of charcoal and grit.

As soon as the poults learned to eat the grain, a hopper of wheat and steel cut oats was kept before them all the time; and as soon as they ate off one crop of green oats they were removed to a new plot of ground, and the old was spaded and replanted. Here is another advocate of leaving food before the turkeys at all times, on the theory that they only gorge themselves if allowed to get over hungry. The grain and oats were varied with lettuce in the morning, sour milk at noon and onion mash at night.

Sensitiveness to cold is one symptom of young turkeys which all breeders seem to observe, and where mornings and evenings are chill, a most important thing is to keep the youngsters under cover until the dew and fog are gone. From the brooder box the young turkeys were graduated at night from perches in the dry goods box to low racks outside, and in time they took their places beside their elders on six-foot racks, making a very beautiful picture in the moonlight.

* * *

NOT TOO MUCH MOTHERING.

A nice point of distinction must be made, however, between this sort of individual care and too much mothering, which some people, and more especially women, are inclined to give turkeys. Young turkeys may be mothered in the matter of feeding and keeping warm and dry and clear of insect pests, and turkeys showing weakness respond to sane attention. But the most the average turkey wants is liberty. If he chooses to stay out in a warm rain, for example, the chances are it won't hurt him, and he doesn't thank the tender heart that pities him and shuts him up in a stuffy coop or shelter.

At the other extreme is the person who set a turkey in a barrel some distance from the house and left her with no food, no water, and never a look to see whether she came off the nest for exercise or to search for food. Some days before the hatch was due this man found the turkey dead and went hurrying to Mrs. Root to know why she had died. Mrs. Root guessed right the very first time. Turkeys, like any other live thing, can be starved to death.

BERTHA H. SMITH.

Classified Liners.

BUSINESS ANNOUNCEMENTS—

FERGUSON'S

CALIFORNIA

ORANGE MARMALADE

Will please you, and more, or your money back. This is something new in AMERICAN MADE goods

10 cents, 25 cents, $1 and $2 packages, prepaid. It has never disappointed anyone yet, and the guarantee applies, no matter what quantity you order. Get it direct from the manufacturer to the consumer. It averages about 30 cents per pound delivered to your door, if you have Parcel Post delivery. The larger the amount the cheaper the price. It's DIFFERENT from any marmalade ever made in American, sweet, with rich orange life, and not bitter.

H. L. FERGUSON,
ARCADIA, CAL.

SPECIAL NOTICES—

A1 SECRED INVESTMENT.
Don't bury your money or risk it in some wildcat scheme without any security. Let investment men come and investigate our manufacturing industry that represents the fourth largest business in the United States, where others have made as high as 1600 per cent, and more, before 30 months have been made in the past few years. If 11000 to 110,000 that you want to double and redouble quickly, and at the same time have ample security for your investment, where you can eliminate the usual great risk—where your dividends should come often and in large amounts, see me at once and make a thorough investigation. You will find thousands of dollars of their own money behind it, and you will find success looking it straight in the face. E. L. MILLER, with HOLMES-WALTON CO., 307-8-9 Grant Bldg.

FORTUNE TO BE MADE IN 1915.

I want to meet a clean cut man or woman to join me in the organization of an up-to-date agressive realty corporation. The advertiser is now head of one of the best known real estate offices in this city, with established departments, such as business rentals, sales, loans, exchanges and insurance. Prefer a party with some following. Splendid opportunity for an eastern party to step into new offices, with a well known and established concern. Listings and system considered one of the finest in the city. Party must be in position to purchase stock, which will be on the ground floor, and give some time to the business. I estimate that each of us could make $5000 a year and more. Address in confidence for appointment, CHAS. H. DOUGHERTY, 519 O. T. Johnson Bldg., Los Angeles, Cal.

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YOUNG MAN OR WOMAN WITH SMALL CAPITAL desiring to locate in this city, and enter unique occupation, dignified and remunerative; highest references. Address GILBERT BUREAU OF **SERVICE**, 1110 L. N. Van Nuys Bldg., Los Angeles.

INVEST IN CALIFORNIA LAND. GROW ORANGES, lemons, apricots. Correspondence invited. **ROBERT READ**, 939 Security Bldg., Los Angeles, Cal.

BUSINESS CHANCES—

Of Many Kinds Unclassified.

FOR SALE—SWEETS DOLLAR BUNGALOW book prepaid to you for 50 cents. Beautifully illustrated, ideal floor plans. Snappy interiors. Send today.
EDWARD E. SWEET, Publisher, 402 Bixel bldg., Los Angeles, Cal.

Miscellaneous.

FOR SALE— Representative Private Parties.
223 Story Bldg., Los Angeles.
P1145, Broadway 3564.

MONEY TO LOAN—
We have calls for money, and as security can offer high class city and country property. All loans made through our company are guaranteed to be first mortgages and 6% safe in every respect. Each loan is investigated by a competent appraiser with years of experience. All money placed with title company or bank until search shows your loan to be first mortgage.
BROADWAY REALTY COMPANY,
Suite 519, O. T. Johnson Bldg.
Established Nine Years.
Los Angeles, California.

MONEY TO LOAN—
On city improved and unimproved property at current rates. Applications will receive prompt attention.
R. A. ROWAN & CO.,
308 Title Insurance Building.
10444—Main 7036.

TO LOAN—
We have calls for money, and as security can offer high class city and country property. All loans made through our company are guaranteed to be first mortgages and 6% safe in every respect. Each loan is investigated by a competent appraiser with years of experience. All money placed with title company or bank until search shows your loan to be first mortgage.
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Bakery,
Billiards,
Furniture,
Electric Supplies,
Photographer.

HARRY H. CULVER COMPANY,
202 Hollingsworth Bldg.,
6th & Hill Streets, Los Angeles.

FOR SALE—STOCK OF FURNITURE. ALSO building for rent; also rooming-house adjoining in a growing Nevada town, seventy-five thousand dollars' Courthouse. Just completed; sixty-five company cottages to keep supplied. Best location, one-half block from Courthouse and postoffice and theater. Reason for selling have outside business needs attention. Have almost cash in for change and medical attention. Address Box 43, LAS VEGAS, Nevada.

FOR PICTURE AND VAUDEVILLE THEATRES, saloons, restaurants, groceries, pool clear, stores, rooming and apartment-houses, see us for all kinds of business opportunities in Southern California. **THE PIONEER CO.**, 417-18 Investment Bldg.

BUY CALIFORNIA LAND. $17 PER MONTH pays for 10-acre tract; grow oranges, olives, lemons. Write for folder. R. A. READ, Land Agent, 929 Security Bldg., Los Angeles.

MONEY TO LOAN—

Real Estate and Improvements.

MONEY TO LOAN—
On city improved and unimproved property at current rates. Applications will receive prompt attention.
R. A. ROWAN & CO.,
308 Title Insurance Building.
10444—Main 7036.

FOR SALE— Poultry Ranches.

FOR SALE—
LITTLE CHICKEN RANCHES.
At beautiful Ramona Acres Annex. Finest soil, water piped, 35 minutes from downtown; $300 per up; $50 cash and $10 a month. Send for Ramona Chicken Folder. JANES INVESTMENT COMPANY, 611-613 So. Hill st., Los Angeles.

HOTELS, ROOMING HOUSES—
For Sale, Exchange, Lease, Wanted.

FOR SALE—3 YEARS LEASE AND FURNISHINGS of 120-room hotel; walking distance; large lobby, elevator, steam heat, ceiling beds, hot and cold water. Hotel well established. Further particulars apply by O. MACHURI 420 Story Bldg., Los Angeles.

FOR SALE—NEAR OCEAN, BIG LOT CONTAINING apartment and rooming house, 26 rooms, nearly elevator, income $720. Price only $2200 cash, $2000 mortgage. OWNER, 1418 Florida street, Long Beach, Cal.

ORANGE AND LEMON GROVES—
For Sale, Exchange, Wanted.

Go with us to ORANGE COVE in Tulare and Fresno counties and see for yourself this wonderful Cove with its many young orange and lemon groves that are the wonder of southern California.
We own and have for sale out of our tract of

6000 ACRES, 3000 ACRES

of the best citrus land in California in

10, 20 and 40-acre tracts.

This tract was put on the market two years ago, at that time there was not a house in sight. Now there are over fifty families on the tract, improvements and several hundred acres planted to orange and lemon trees.

The Santa Fe Railway Company has completed its road through the tract this year and has erected a commodious station near the center of the tract, and we have both freight and passenger service.

ORANGE COVE

is the new town, and it is starting off right. With all of the improvements we have not advanced the price of our land.

BUY ORANGE COVE

and make big profits from the increase in value. We will assist you in securing water and in developing your land. Write us for maps and descriptions.

BARRY H. CULVER COMPANY,
202 Hollingsworth Bldg.,
Sixth and Hill Sts.
Los Angeles to Venice Specialists.

FOR SALE— "MARKHAM." PUREBRED IMPORTED by "Yukon." Price $2500. "Mark" sire months old horse colt; dam, "Markalee;" sire, "Yukon" (A. R. H. S. No. 8114 Kentucky saddle stallion.) Price $500. Address P.O. Box 104, THE DALLEE COMPANY, Moreno, Cal.

LIVE STOCK FOR SALE—
Horses, Mules, Etc.

FOR SALE— "MARKHAM." PUREBRED IMPORTED by Stud Book of England.) Dee to foal March 15th; $2500. Address P. O. Box 104, THE DALLEE COMPANY, Moreno, Cal.

MINING—

PARTIES DEVELOPING GROUP OF CLAIMS ON lode in Southern Arizona carrying gold, silver, lead, copper, invite capital to carry on rapid operations; development small, but conclusive; correspondence solicited. Address G. M., 1107 SANTEE STREET, Los Angeles.

RESPONSIBLE INTENDING INVESTORS INTERested in Southern Arizona gold mines, either on a cash basis or lease and bond, will find it to their advantage to address BOX 418, Bonora, Cal.

FOR EXCHANGE—
Eastern and Northern Property.

We exchange any property in any State for California property, city or country. In 1914 we averaged more than one exchange a week. To keep deal once from the list we charge two dollars for each listing and refund same when exchange is finished.

WILLSON & WILSON,
128 Story Bldg., Los Angeles, Cal.

FOR EXCHANGE—
Eastern and Northern Property.

FOR EXCHANGE— $25,000, 7½ACT PROPERTY ON North Bunker Hill, close in. Will take $12,000 in property. Balance can be easily arranged. BEN WHITE, 304 Bryson Block.

FOR EXCHANGE—
Houses.

FOR EXCHANGE—HAVE FINE MODERN HOME, 3 story, 9 rooms, 3 baths, garage, furnace, etc., close to car and school, surrounded by nice lawns. Want to trade for Denver bungalow; must be in first-class location. No lots or land considered. Address OWNER, 204 Enterprise Block, Denver, Colo.

FOR EXCHANGE — $35,000, WELL-IMPROVED Ranch in Mesa county, Kansas. Will trade for a good orange grove in California.
BEN WHITE, 304 Bryson Block.

FOR EXCHANGE—CALIFORNIA PROPERTY for Oklahoma, Chicago and other Eastern.
J. C. CHRISNER, 935 Security Building.

FOR EXCHANGE—CAN EXCHANGE CLEAR eastern for Los Angeles city or groves. RAYMOND PURSELL, 611 Spring.

FOR EXCHANGE—I MAKE SPECIALTY IN eastern and northern. What have you? **H. C. HEED**, 614 Story Bldg. Main 7369, F6195.

FOR EXCHANGE—I HAVE CALIFORNIA REAL estate for eastern property anywhere. Write I. H. SHOEMAKER, 514 Story Bldg., Los Angeles.

FOR EXCHANGE—160 ACRES, KIDDER CO., North Dakota, for California. Value $4000. Owner, T. D. HEYL, Exeter, Cal.

FOR EXCHANGE— Miscellaneous.

FOR EXCHANGE— Country Property.

FOR EXCHANGE—
How would you like to exchange your clear eastern property for acreage just in the path of the growth of the city of Los Angeles; this is between Los Angeles and Venice, the district that is growing faster than all other districts combined, and it is predicted that within a few years the six mile space intervening will be built up. Write us for maps and descriptions.

BARRY H. CULVER COMPANY,
202 Hollingsworth Bldg.,
Sixth and Hill Sts.
Los Angeles to Venice Specialists.

FOR EXCHANGE—1800-ACRE CATTLE RANCH, Monterey county, Cal. 500 acres in cultivation; plenty springs; some oak timber; railroad siding on ranch; only $20 per acre. Will accept clear property up to $3000; cash $3000. Balance long time, 6 per cent. Owner, T. D. HEYL, Exeter, Cal.

FOR EXCHANGE—$20,000, 160 ACRES OF LAND near Tulare county, 30 miles from downtown; 80 acres in alfalfa and about 50 acres to date. Want property in Los Angeles city.
BEN WHITE, 304 Bryson Block.

FOR EXCHANGE—240-ACRE CATTLE RANCH in Tulare county, one-half mile to railroad station; store and school; 60 acres plow land, balance grazing. Well watered. Want clear Southern California, Value $30 per acre. Owner, T. D. HEYL, Exeter, Cal.

FOR EXCHANGE—160 ACRES, MONTEREY CO., Cal. 40 acres under cultivation, balance grazing. Live spring water, ½ mile to railroad station; school, postoffice. Value $30 per acre. Want clear Southern California property. Owner, T. D. HEYL, Exeter, Cal.

FOR EXCHANGE—$13,000, AN IMPROVED ranch of 240 acres, in Merced county, California. Want orange grove in Southern California up to $10,000, balance can be easily arranged.
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FOR SALE—SOME LAND PROPOSITIONS every Easterner with a little money should know. If you contemplate coming to California let me hear from you how to save railroad fare. Enclose stamp with address for particulars. Address MARTIN FREDERIC, Box 711, Pasadena, Cal.

FOR SALE—10 ACRES WITH INTEREST IN pumping plant, underground cement pipes, adjoining land sold at $300 per acre. Will sell this 10 acres for $1000. Write at once. Address W. KLEMPF, 818 Van Nuys Bldg., Los Angeles, Cal.

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FOR SALE— 10 acres, 1500 acres Sacramento Valley fruit land. Adjoining land selling $125 to $200 per acre. Fine subdivision or colonist proposition. Terms. HANEMAN REALTY CO., 412 Union Oil Bldg., Los Angeles, Cal.

FOR SALE—FINE INVESTMENT IN ORCHARD; improved and unimproved; also suburban property near Los Angeles from $1000 to $100,000 and up. If you are looking for bargains, call on OSCAR LEISCHNER, 826 South Spring.

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FOR SALE—CATTLE RANCHES, FARM LANDS, groves; 30 years' experience. FRANK L. PLANK, 411 Van Nuys Bldg., Los Angeles.

Antelope Valley.

FOR GOOD FARM LAND IN THE GREAT ANTE- lope Valley, deeded or relinquishment, see J. H. WOOLLETT, who has had 7 years experience developing water there. Room 306, 156 North Spring street, Los Angeles, Cal.

Mexico.

FOR SALE— MEXICO AND CALIFORNIA LANDS. J. C. CHRISNEY, 935 Security Building.

Victor Valley.

FOR SALE—EIGHTY ACRES OF LEVEL LAND in Victor Valley. Three-quarters of a mile from the great Hall ranch; forty acres plowed and fenced; twelve acres planted to fruit (apples and grapes); 55-foot water lift; cheap for cash. Address BOX 96, Victorville, Cal.

FOR SALE— Northern and Eastern Property.

BUY A HOME IN CALIFORNIA

NO PAYMENTS FOR 2 YEARS

Will give you 20 years in which to pay the balance. I have a half million acres to offer you from $25 to $40 per acre with full water rights in Northern California for sale on these terms at $25 to $40 per acre with full water rights. Only $25 per acre. Write for full description and further information.

THIRTY YEARS IN CALIFORNIA

WE KNOW THE GOOD SPOTS

D. P. FLORY,
303 SOUTH HILL STREET,
LOS ANGELES, CALIFORNIA.

FOR SALE OR EXCHANGE—80-ACRE, IM- proved, irrigated ranch in famous Goose Creek Valley, level, fertile, no finer grain or fruit land. 1½ miles to railroad. Cheap for cash or Los Angeles residence or business. HENRY E. SMITH, owner, Marion, Idaho, Cassia county.

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Best Educational Facilities Here in the Southwest.

OUTDOORS AND IN.

"WHAT are the education facilities there?"

This is the question asked by every parent in planning to make a home. The answer to him whose eyes are turned toward Southern California is full of promise, redundant with proofs.

To educate is to lead or draw forth the latent powers within a person and it will therefore be seen that environment has much to do with the possibility of education, if it is not in fact the very foundation of it. Climate is acknowledged to be a potent factor in the development of the human organism. That Southern California furnishes this environment in perfection no one can doubt who has watched the wondrous growth of a puny child transplanted to this mild and equable climate. Mental growth and equilibrium depend almost wholly upon physical balance and sanity. The great, inviting out-of-doors, out-of-doors with the door always open—if one might thus express the fact that the year-round furnishes opportunity in the great Southwest for those sports and amusements which conduce to physical development—permits the most wholesome growth of the physical and mental. In addition, the lovely scenery, the beauty of earth, sky and sea play no unimportant part in the esthetic evolution of the expanding human being and there can be little doubt that all these furnish an ideal foundation for spiritual advancement. The climate, then, affords ideal soil for the growth of the young human species.

The fact that our region is comparatively new need cause no alarm to those in search of the best educational facilities for their offspring—but quite the reverse, since in this as in many material ways, the fact that there has been nothing to undo has proven beneficial. The very best facilities have been installed from the beginning, both in the public and in the private schools of the Pacific Southwest. The private schools, for both girls and boys, are simply unexcelled. Here as in other and more commercial lines the climate has served us well, for the greatest experts in their line have sought the climatic environment for health and have brought with them the best, the most advanced ideas and methods and have given these expression unhampered by the old traditions.

There is no avenue open anywhere for the training of the child which is not available here.

There are military schools equipped with every advantage found in any eastern institution and having in addition the cooperation of year-round good weather and ample out-of-doors for play and work. There are schools for every sort of physical training, from riding and swimming to motoring and calisthenics. Beyond this there is the constant call to put into practical execution the powers thus awakened. The mountain trails, the smooth roadways, the invigorating atmosphere, all invite forth to the trial of physical strength and prowess. Probably there is no city in the Union where so many clean, wholesome sports and exercises are available at so small a cost as in Los Angeles and that this plays an important part in education, no well-informed person can doubt. The physical body must be well trained, well nourished and well developed, if the brain is to do its best.

That the physical has by no means usurped the mental despite the facilities for the former, anyone must grant who will glance over the lists of colleges, universities and seminaries which make up the list of schools in Southern California. None are missing, from the Montessori for the budding brain of the smallest child, the kindergarten of the blossoming intellect, the individual teacher for the genius who cries out for especial instruction in some single branch, to the all-around instruction for the mind which would grasp the summum bonum of instruction from grade school to postgraduate collegiate. There are in the public schools of Los Angeles every shade of grading, and every possibility of teaching for maturing minds, inciuding the Intermediate High School, that most wise device for bridging the gap between the old-time grades and the High School. This provision is to education what the half sizes are in fitting shoes or gloves. Even the deficient child-brain has not been overlooked in the public schools of Los Angeles, where especially gifted teachers have been sought out to put into effect methods of known value in awakening the slumbering thought of those born into the world with a pitiful lack of normal faculties.

Music and the other arts are well represented in the educational institutions here, and these are supplemented by a large and growing quota of organizations to stimulate interest after school days are past.

Not only is provision made for the education of the growing child along every line of brain growth, but both public and private institutions are accessible to those grown up who wish to supplement a lack of opportunity in former years. The Polytechnic High School has evening sessions where those wishing for instruction in any line may have such advantage without cost. What this has been to those in professions or the sciences cannot be estimated. Many owe their advance in position and in pay to this generous opportunity.

There is no line of achievement which has not a representative institution in Los Angeles, from the all-around business college, which not only fits the pupil for practical commercial life but assists him to secure a working position to the special professions, such as medicine, law, telegraphy, machinery, engineering, and even aeronautics.

Science in its most abstruse forms may here be followed to its conclusions, for the climatic conditions afford opportunities not available elsewhere. That the clear skies and consequent penetrating light exercise an incalculable effect upon close investigation, both microscopic and telescopic, there can be no doubt—and this fact will receive greater recognition as time passes and its full realization is borne in upon the studious mind.

In agriculture the Pacific Southwest furnishes opportunity for boundless experimentation. This is already recognized in the establishment of agricultural schools where experts instruct in the tilling of the soil according to the most scientific methods, utilizing soil analyses and all forms of plant development in their most advanced expression.

That the time is near at hand when this region will receive recognition not only as "the playground of the world," but as the educational field of the world, none can doubt who have studied the wondrous natural facilities here for the development of the threefold human being—in body, brain and spirit.

OLIVE GRAY.

Wild Cactus of the Desert Becomes a Thing of Joy

HOW AND WHY.

IT WAS NOT until after Christopher Columbus had discovered America and the English, Spanish and Dutch traders were operating between the two hemispheres that the cactus made its appearance in the Old World. Almost without exception the several species of cacti are indigenous to the western hemisphere. The early traders saw them growing here and in Mexico and recognizing them as interesting and curious plants took them to the gardens and plant lovers of Europe. It is only during the last half century that any interest has been manifested here in the growth of cacti for ornamental purposes and it is but a few years since any attempt was made to create a new commercial industry. In this attempt, Luther Burbank was the pioneer.

* * *

LONG EXPERIMENTATION.

At the conclusion of seventeen years of experimenting, during which time he had developed a spineless cactus that produces fruit of high quality, Burbank reached the conclusion that in its original state the cactus was without thorns, and had leaves like other vegetation. His conclusion is that in ages past the ancestor of the cactus became stranded in a region which was gradually turning to a desert, through the slow evaporation of some great inland lake or sea. Being thus stranded, those plants which could adapt themselves to heat and drought were able to survive, sacrificing their leaves because evaporation was too rapid, and gradually developing the deadly thorns for defense against hungry animals of the desert. Having been thornless once, the tendency is to revert to that state, although it may have been millions of years since the cactus replaced its leaves with thickly studded death-dealing spikes.

For generations the aborigines of America have used the cactus in certain of their religious rites, and to a limited extent certain varieties have been used in the preparation of certain compounds. One variety when eaten so affects the optic nerve that when the eyes are closed the user sees visions illuminated in the brightest of colors. In Mexico among the poorer classes the tender growths of the opuntia variety are eaten raw or made into a salad, or cooked, as suits the taste. The fruits of many of the species are agreeable to the taste, refreshing and nourishing. Throughout Mexico the opuntia, or tuna, forms a considerable part of the diet of the peons. The fruit is a staple in the market stalls.

* * *

MANY AND VARIED USES.

One specimen of cactus is cultivated in Mexico as a host for the cochineal insect, which yields the brilliant carmine color so useful in commerce. The juice of the fruit is also used as a water-color for painting and as a coloring for confectionery.

The fruit also finds generous use in the preparation of jams, preserves and cakes of a jelly-like consistency. These preparations are among the most prized delicacies of Mexico, and during later days in Southern California a cactus candy factory has been utilizing a ton of cactus per week in the manufacture of a confection that may be said to give the palate a new sensation. In the manufacture of this product the biznaga variety is used. In this instance man's conquest of nature utilizes the forbidding thorn-covered cactus in the production of a tempting dainty that is at once nutritious and satisfying. The ancient Aztecs are said to have used this same cactus in a crude way in the preparation of a sweetmeat, and to this day the native Mexican makes candy of it by boiling the pulp of the cactus in a syrup made from panocha, a native sugar. In the manufacture of candy today the biznaga is gathered on the desert, after first cutting away the thorns. This is accomplished by using a sharp, long-handled knife.

* * *

THE FORAGE VALUE.

Although 40,000 pounds of fruit may be expected to be produced per acre by a well established cactus garden, it is in the forage value of the plant that the future prospects of the new industry seem to center. Nearly ten years ago the government realized that the experimental stage had been passed and in a bulletin stated that the value of cacti as forage plants had been demonstrated. Experiments with improved varieties of the spineless sort point to a profit to the grower, as during the first year an acre yielded ninety tons of forage. In this experiment single leaves were planted and the average yield of each was forty-seven and a half pounds. The yield of the third and succeeding years should be double that of the second. Cactus at $5 per ton as a stock food is estimated as being as cheap as alfalfa at $8.

The fact that cactus will grow and flourish in the land of little rain has been responsible for holding out the hope that tens of thousands of desert acres that are not now supplied with water will yield a return when planted to cactus. Large plantings are being made throughout Southern California, in the desert of the Colorado, in Arizona and Nevada. Not as yet, however, has cactus appeared on the market as forage. The demand up to this time has been for slabs—as the leaves are called—for planting, and the only end of the cactus industry that is as yet established on a paying basis is that of the cactus nursery.

C. B. IRVINE.

Streets of Glory.

Brilliancy of Never-Closed Flower Stalls of Los Angeles.

THE flower stalls of Los Angeles, glowing with a jewel-like warmth and brilliancy from year's end to year's end, against gray stone walls or on traffic-swept street corners, are bidding fair to become as famous as the flower stalls of old and picturesque foreign cities. They are already figuring in literature, both verse and prose. One traveled Chicago woman, when asked what had impressed her as most delightful in all Los Angeles, answered, without a shade of hesitation, "The flower stalls!"

Back of these numerous little street stands is the big flower market, the only one in the city, established two years ago by Japanese on Los Angeles street, and now occupying quarters in a new business block on Wall street, between Fourth and Fifth.

Every morning before 7 o'clock the flowers come in by thousands, in crates and boxes and baskets, from ranches and nurseries miles away from the city. And by 3 o'clock the place is empty again, with no sign left of what has been, except a floor strewn with broken, trampled carnations and pieces of torn paper. The long cemented room, with its counters and tables, is bare and gray once more, and empty crates are piled in the rear.

But it is a pretty sight on an early morning of mid-December to walk the length of these tables and counters when the flowers are heaped high upon them. Selling begins at 7 o'clock, and first choice is given to old and regular dealers, but a little later all others, who have been kept on the far side of a wooden fence, are admitted. Automobiles and wagons throng the street outside, waiting to hurry away with the floral spoils.

Inside there seem to be between two and three hundred swarthy men swarming about, dickering and buying—slender, mustached Greeks, squat, prosperous Japanese, several of whom have motors waiting outside, and spare, reticent Chinese. The manager states, however, that the regular patrons number only about one hundred.

The Chinese are few, and they are all behind the counters offering wares. It is the Japanese and Greeks who predominate as both buyers and sellers, although a dozen American men, a Frenchman or two, several American women and one little Japanese woman are also on hand to stock up their shops for the day.

Carnations are most numerous. They are tied in bunches of fifty, each color separate, wrapped in newspapers or laid snugly together in tiers. Violets come next at this season, dewy, purple and fragrant, tied in small clusters as they are to be retailed at the stands. The violets come mostly from Long Beach and Newmark, while the carnations are brought from the great fields at Hermosa Beach, with a few from Hollywood and Santa Monica. Fern asparagus, in billows of feathery green, is piled up at one corner, most of it coming from the carnation ranches.

Then there are small, tight-bunched, exquisitely fragrant sweet peas, some of variegated colors, some pure cerise, some pure white, and there are long, graceful-stemmed Chinese lilies with their cool green reedy leaves, of delicate papery white corolla, or of pale gold with cream-colored sepals. Both sweet peas and lilies come in the largest quantities from the carnation plantations, although a few are raised by Chinese specialists.

On the morning I watched this beautiful exchange—or this exchange of beauty—there were rosebuds in clusters of pink and white—Maman Cochets and Papa Gontiers, all from Bairdstown. Others there in too large quantity for successful sale were the dainty Cecile Brunner, which had been raised at Montebello. Stock, old-fashioned and sweet smelling, came in bunches of pink and lavender. I saw one large cluster of California poppies, a good two months in advance of the general season. Deep blue, fringy cornflowers appeared, next to golden coreopsis. Pink centurias were there, and dwarf chrysanthemums in the two shades of canary yellow and dull red, the blossoms no bigger than a bachelor's button.

In auto trucks standing along the sidewalks, potted ferns, California holly and wild huckleberry greens were being offered. There were delicate cut clusters of young maidenhair fern and layers of mountain fern of a coarser sort, both of which had been sent down from Santa Cruz. Two boxes, each nearly two feet square, filled to overflowing with beautiful growing pansies, were there from Gardena. Some of these blossoms were between two and three inches across, and the colors were rare pinks, orange, variegated yellows, rich reds and lavenders. They were as lovely, on that clear December morning, as light through a stained-glass window.

Potted begonias, in exquisite velvety peach-pink and cardinal, shared space in the market window with Jerusalem cherries, also in pots. The Jerusalem cherry is a stunted green shrub much cultivated at holiday time because of the bright crimson and yellow balls it bears, which make it look like a small Christmas tree alight with candles.

Every purchaser, his bartering done, proceeds to roll his varied bunches of color and fragrance into neat newspaper bundles and goes out with his arms piled high with them. Or else he packs them in telescope baskets.

NEETA MARQUIS.

Classified Liners.

BUSINESS ANNOUNCEMENTS—

FERGUSON'S

CALIFORNIA

ORANGE MARMALADE

Will please you, and more, or your money back. This is something new in AMERICAN MADE goods

10 cents, 25 cents, $1 and $2 packages, prepaid.

It has never disappointed anyone yet, and the guarantee applies, no matter what quantity you order. Get it direct from the manufacturer to the consumer. It averages about 20 cents per pound delivered to your door, if you have Parcel Post delivery. The larger the amount the cheaper the price. It's DIFFERENT from any marmalade ever made in American, sweet, with rich orange life, and not bitter.

H. L. FERGUSON,
ARCADIA, CAL.

SPECIAL NOTICES—

MAGICAL CANCER SALVE—
They disappear. $1.00 postpaid. Guaranteed. DEPT. A, 218 CENTRAL BLDG.

MAGICAL EYE TONIC—
Weak, tired or inflamed; don't need glasses; 60 cents postpaid. DEPT. A, 218 CENTRAL BLDG.

MAGICAL LIQUOR CURE—
Drug, tobacco habit; $3.00 postpaid. DEPT. A, 218 CENTRAL BLDG.

FLORISTS AND NURSERIES—

COME AND SEE OUR COWS EAT SPINELESS Cactus. Also inspect our citrus trees. Class A. Luther Burbank and Mediterranean Spineless Cactus Plantations by ROBINSON CITRUS NURSERIES, San Dimas, Cal. R.F.D. 35A.

WANTED—
Help, Male.

WANTED—

Real estate sales managers and salesmen: An opportunity to get on the force of one of the fastest selling propositions in Southern California. Present salesmen are making big money. Experience not necessary. We can take on a few more salesmen. Write to, or come in and see Mr. Andrews.

HARRY H. CULVER COMPANY,
62 Hollingsworth Bldg.
Sixth and Hill sts.

WANTED—WE ARE ENGAGING SALESMEN everywhere to sell our Southern California Farms at $50 an acre and up on easy terms. Comprising 50,000 acres, close to Los Angeles. Write or call for special contract.
FREMONT VALLEY LAND & WATER CO.
1001-2 Central Bldg., Los Angeles.

WANTED—SALESMEN—
Agents and Solicitors.

WANTED—
AMBITIOUS SALESMAN DESIROUS BUILDING PERMANENT BUSINESS, LIBERAL CONTRACT AND COMMISSIONS.
H. B. NELLES—505 GROSSE BLDG., LOS ANGELES, MANAGER, SOUTHERN CALIFORNIA. PRUDENTIAL INSURANCE COMPANY.

WANTED—
Situations, Male.

Space is not given under this heading to advertisements soliciting business patronage.

WANTED—GENERAL STORE MANAGER WANTS position anywhere, speaks Spanish; has experience Mexico, southwest; references. Address C, box 384, TIMES BRANCH OFFICE.

WANTED—
To Purchase, Real Estate.

WANTED—TO BUY GOOD INCOME, LOS ANgeles property on terms, up to $15,000. Might put in $5000 clear city property near Chicago. P. O. BOX 1701, Los Angeles, Cal.

WANTED—
Discarded Clothes.

WANTED—

CAST-OFF CLOTHING, ETC.

THE ST. LOUIS MISIT CO.

A5302. Will call for. Main 4981.

STOCKS AND BONDS—
Mortgages.

TRUVILLE & CO., 354 I. W. HELLMAN BLDG.
Phones: Home F1225; Broadway 4686.
Loans made. Stocks sold on installments.

For Sale: Alaska Investment, 1¼c; Bankers Bond and Mortgage, $90.00; Buick Oil, 1c; Call Switch, Calumet and Copper Creek Bonds and Stock; Commonwealth, 4c; Home Builders Scrip, 55c; Los Angeles Film, 30c; Los Angeles Investment, 53c; $360 six per cent. Los Angeles Gold Note, 81¼c; Macomber Motors, 26c; Marine County Electric Railways; Motor Truck and Terminal, $28; Mutual Home Builders, 11c; National Funding, $8.50; Railway Realty, 14¾c; Pacific Electric Welding, 75c; Southern California Home Builders, 4¼c; Security Insurance, 50c; Steeplechase, 53c; Submarine, 5c.

We will buy: Central Oil, Coin Controlled Lock, Elliott Wright, Home Makers, Los Angeles Investment Stock, Gold and Promissory Notes and Home Certificates, Macomber Engine, New World Life, Original, Pacific Home Builders, Submarine.

$1000 to $10,000 wanted on first mortgages at 8 per cent.

TRUVILLE & CO., 354 I. W. Hellman Bldg.

TO LET—
Stores, Offices, Business Sites.

TO LET—

COMPLETE MANAGEMENT AND LEASING OF BUSINESS PROPERTY.

We are Managers and Agents of
HUMILLER BUILDING
WINSTELL BUILDING
MASONIC BUILDING
EQUITABLE BANK BUILDING
AUDITORIUM HOTEL PROPERTY
AMERICAN BANK BUILDING
PACIFIC ELECTRIC BUILDING
(the largest Office Building West of Chicago.)
and OTHER PROPERTIES.

Retail, Wholesale and Industrial Properties only. To locate your business in this City, you will find our information unexcelled, and our valuable records to be of great assistance to you.

OUR COMPREHENSIVE SYSTEM SAVES YOUR TIME.

RENTAL DEPARTMENT,
ROY C. SEELEY COMPANY,
454 PACIFIC ELECTRIC BLDG.

LOW-RENT OFFICES.

LARGE FREE LAW LIBRARY
FOR USE OF ALL TENANTS.
Light Sunny Offices. Best Janitor Service.
Night and Day Elevators.

AMERICAN BANK BUILDING,
Second and Spring streets.
ROY C. SEELEY COMPANY, Managers and Agents.

OFFICES

In Modern Steel-frame Building.
OUTSIDE ROOMS.
Vacuum cleaning.
Best Service.
All-night Elevators.

EQUITABLE BANK BUILDING,
First and Spring streets.
ROY C. SEELEY COMPANY, Managers and Agents.

BROADWAY. SECOND FLOOR.

FIRST AND SECOND FLOOR DISPLAY.

BEST LOCATION. 60 FT. FRONT.
REASONABLE RENT. LONG LEASE.

ELEVATORS AND CONVENIENCES.
POSSESSION TO SUIT.

You are invited to correspond with us as to business conditions and opportunities here.

ROY C. SEELEY COMPANY,
454 PACIFIC ELECTRIC BLDG.

TO LET—
Farming Lands.

TO LET—
Farm lands, improved and unimproved, for sale or lease; easy terms. Have a few fine quarter sections of rice land for $200 per acre that will produce 60 to 75 sacks of rice to the acre, now worth $2.00 per sack; will sell this land on terms of 5 per cent. cash and 5 per cent., or one-half the crop each year until paid.

Also several fine tracts of bean, grain, alfalfa and garden land, near large city; cheap transportation; on 10 and 20 yearly payments. Also large tract for colonization.

C. H. BARLOW, 111 So. Broadway.

FOR SALE—
Houses.

FOR SALE—BUNGALOWS, AND 7 ROOMS, MODern, up-to-date, all built-in effects, cement porches, hardwood floors, beam ceiling, your choice, your own terms. T. A. Bell, 436-437 Bradbury Bldg., Third and Broadway, Los Angeles, Cal.

FOR SALE—$2000 SACRIFICE ON 8-ROOM TWO-story house and garage, near Washington; cost owner $7000; $1000 cash required.
F. M. RUNKLE,
71275. Pico near Hobart. West 559.

FOR SALE—$2750; MODERN BUNGALOW, 4 rooms, bath, garage and storeroom; 3 wall beds, walking distance business center. 164 N. BOYLSTON ST.

FOR SALE—ST. ANDREWS PLACE, FIVE-ROOM modern bungalow, garage, high, sightly; $3350; easy terms. O. PARK SMITH, 704 Hibernian Bldg.

CONTRACTORS—
And Builders.

SEE THE MAN WHO KNOWS.

Free advice on all building matters by a practical man. Let the beginner practice on the other fellow. Free plans if I build for you. Will meet any legitimate prices. Let me start you right. CHAS. M. MOFFET, MASTER BUILDER, Suite 810, San Fernando Bldg.

WE BUILD A STEAM-HEATED, SIX-ROOM BUNgalow for $1985. Elegantly finished throughout. Send 50 cents for our newest "just a little different" bungalow book. EDWARD E. SWEET, "your best builder," 401 Black Bldg., Los Angeles, Cal.

FOR SALE—
City Lots and Lands.

FOR SALE—LOTS.
$10,000—10 lots, 40x120 each.
$15,000—15 lots, 50x150 each.
Also have lots from $500 to $1000 and up to $50,000, any size and price. If you want a bargain, call on OSCAR LEUSCHNER, 826 South Spring street.

FOR SALE—ANGELES MESA PROPERTY.
If you ask me what property was worth on Broadway I could not tell you, but I do know values on Angeles Mesa. If you want a bargain on an east front, from a family forced to leave for Chicago, call on me. CANTWELL, 5243 15th ave. Vermont 2451.

FOR SALE—
Flat and Apartment Property.

FOR SALE—
Splendid downtown income property, flats, apartment buildings and stores; incomes on some are bonded, paying from 6 to 12 per cent. net on money invested. Prices, according to location. These properties are considered gilt edge and even better than first mortgage loans or gold bonds from an interest point of view. Tell us the amount you have to invest, and we will gladly furnish you with maps, photographs and full particulars. Company established nine years.
BROADWAY REALTY COMPANY,
Suite 519, O. T. Johnson Building,
Los Angeles, California.

ATTORNEYS—
Counselors-at-Law.

WILKINS & SPROWLS, ATTORNEYS AND Counselors. Criminal and Probate Practice a Specialty. Byrne Building, Los Angeles. Foreign Correspondence solicited.

FOR SALE—
Business Property.

FOR SALE—
I specialize in property between First, Washington, Main and Hoover. I have made a listing of a great many apartment-houses in that section. Below are some of the brick apartment-houses. Most of these will consider trade.

Stories.	Rooms.	Mortgages.	Income.	Price.
4-story	76	$25,000	$512 mo.	$70,000
4-story	90	$40,000	$720 mo.	$108,000
4-story	64	$25,000	$450 mo.	$65,000
4-story	120	$50,000	$1000 mo. fur.	$150,000
4-story		$30,000	$435 mo.	$55,000
3-story	78		$585 mo.	$75,000
3-story	74		$432 mo.	$60,000
3-story	39	$13,000	$292.50 mo.	$40,000
3-story	42	$15,000	$450 mo.	$70,000
2-story	54	$20,000	$350 mo.	$50,000
3-story	72	$25,000	$550 mo.	$70,000
3-story	68	$22,500	$476 mo.	$65,000
3-story	68	$25,000	$700 mo.	$90,000

T. F. BURKE, 605 Story Bldg.
Main 7301. Phones F4874.

FOR SALE—FINE INVESTMENTS.
$200,000—142x182, fine corner on Broadway, good income; worth $2000 foot.
$70,000—52x120, three-story brick, fine corner, stores and apartments; income $550 per month.
$35,000—100x150, fine corner, 2-story brick, stores and apartments, income $350.
$25,000—50x140, three-story brick, fine corner, income $225 per month.
$25,000—95x135, stores and apartments, southwest, income $250 per month.
$18,000—50x150, fine corner, southwest, two-story brick, income $200 per month.
$7500—50x140, two 4-room flats.
$9000—42x320, flats and bungalows, income $85.
$5500—100x125, five stores, income $65.
Also have other fine buys bringing from 10 to 15 per cent. on the investments.
OSCAR LEUSCHNER, 826 South Spring street.

FOR SALE—
Splendid downtown income property, flats, apartment buildings and stores; incomes on some are bonded, paying from 6 to 12 per cent. net on money invested. Prices, according to location. These properties are considered gilt edge and even better than first mortgage loans or gold bonds from an interest point of view. Tell us the amount you have to invest, and we will gladly furnish you with maps, photographs and full particulars. Company established nine years.
BROADWAY REALTY COMPANY,
Suite 519 O. T. Johnson Building,
Los Angeles, California.

FOR SALE—$200 A MONTH AND YOU OWN PROPERTY AT END OF 30 YEARS.
60x145 THROUGH TO BUNKER HILL.
FACES HOPE STREET NEAR FOURTH.
T. F. BURKE,
F4874. 605 Story Bldg., Los Angeles. M. 7301.

FOR SALE—BEST HOTEL SITE IN LOS ANGELES, 80x170; PAVED CORNER; ADJACENT WESTLAKE PARK, $12,000. QUICK ACTION NECESSARY; WORTH IN TWO YEARS $24,000. A3562. JOHN O. HALEY & CO. MAIN 2165. 607 SO. HILL ST. SUITE 600-602.

FOR SALE OR EXCHANGE—
Income Property.

FOR SALE—
Splendid downtown income property, flats, apartment buildings and stores; incomes on some are bonded, paying from 6 to 12 per cent. net on money invested. Prices, according to location. These properties are considered gilt edge and even better than first mortgage loans or gold bonds from an interest point of view. Tell us the amount you have to invest, and we will gladly furnish you with maps, photographs and full particulars. Company established nine years.
BROADWAY REALTY COMPANY,
Suite 519 O. T. Johnson Building,
Los Angeles, California.

FOR SALE—
Industrial Property.

FOR SALE—$15,000; 537x145, CORNER ON ALAmeda street, good income, worth $25,000; $3000 down, balance easy terms; on S.P. and Santa Fe R.R.
$4500—80x120 to alley, R.R. in rear.
Also have others from $1000 to $50,000.
OSCAR LEUSCHNER, 826 South Spring street.

FOR SALE—
Suburban Property.

FOR SALE—
SUBURBAN HOME SITES.
WE ARE SPECIALISTS
in the beautiful district east of Pasadena and Alhambra, the most ideal home section in Southern California. From one acre up. All prices.
PAUL J. PITNER, Mgr. Acreage Dept.,
EDWIN G. HART,
10421. 917 Union Oil Bldg. Main 2606.

FOR SALE—
5 ACRES AND HOUSE, $1250.
With 1000 planted Burbank cactus plants which produce cheap but ideal hog, poultry and live stock fodder. Fine fruit land. Free cultivation. Terms very easy. EL CAMPO CO., 211 Story Bldg., Los Angeles. A2108.

FOR SALE—
5-ACRE TRACT
$12,000 will buy this fine level piece of ground situated at the city limits of Los Angeles, ripe for subdivision, or for a home place, or public institution. Owner will make terms to suit. S. H. RIGBY, 1052 Temple street, Los Angeles.

Glendale.

FOR SALE—IN BEAUTIFUL GLENDALE.
I am just completing a strictly modern 5-room bungalow, large lot, nice garage, price only $2500; pay $100 and move in; balance like rent; must sell. Phones: F2734. J. F. STANFORD, Owner, Main 3548. 410 Van Nuys Bldg., Los Angeles, Cal.

Monrovia.

FOR SALE—MONROVIA CAL.
J. J. HOFFMAN. J. R. MILDREN.
The up-to-date, wideawake real estate men. Write us for any information you may desire. Corner Olive and Myrtle ave., Monrovia, Cal. Phone Main 58.

HOLLYWOOD—

FOR SALE—PROPERTY IN BEAUTIFUL HOLLYwood, queen of the foothills; also in Los Angeles and California lands.
J. C. CHRISNEY, 935 Security Building.

FOR SALE—
Beach Property.
Hermosa.

FOR SALE—REGARDING HERMOSA BEACH property, see HANEMAN REALTY CO., 417 Union Oil Bldg.

EDUCATIONAL—
Schools and Colleges.

SCHOOL OF ORAL EXPRESSION, PHYSICAL Culture and Dramatic Art. Students developed in the Speech Arts as interpreters and creative thinkers. MRS. TOWNE, 1405 Harvard Boulevard. Phone 71875. Pico Heights or Sixteenth St. cars.

FOR SALE—
Country Property.

FOR SALE—

FARMERS WANTED.

SOUTHERN PACIFIC LANDS.

ANTELOPE VALLEY.

Big crops of alfalfa, fruits, grains and vegetables.

80-acre tracts, adjoining some of the best developed ranches in Los Angeles county, $35 to $45 per acre.

In the good water belt, east of Lancaster.

Other lands at $10 per acre and upward.

TEN YEARS' TIME; ONE-TENTH CASH.

SOUTHERN PACIFIC LAND AGENCY.

410 Grosse Bldg., Los Angeles.

FOR SALE—

SEE

STERN REALTY COMPANY,

Different subdivisions in the three best counties in the State.

Alfalfa Acreage.
Corona, Riverside County.
Five acres with water,
$2000.

Orange, Lemon, Walnut Acreage.
Richfield, Orange County.
Five acres with water,
$2500.

Our East Whittier Acreage,
Los Angeles County,
For Lemons, Oranges or Walnuts.
Five acres with water,
$3000.

All of the above tracts are beautifully located, only about one mile from electric and steam railroads; near stores, schools and churches. All the comforts of the city.

Our terms are one-tenth cash, balance to suit your convenience.
For particulars call or write,
STERN REALTY COMPANY,
404 Pacific Electric Bldg.

FOR SALE—5 ACRES AT HUNTINGTON BEACH.
One mile from the water front, high ground, ocean view. Restricted residence tract across the street, most beautiful of any near Los Angeles. Never any damage from frost, so first-class lemon land. Raspberries, blackberries, loganberries are yielding $1000 an acre, table grapes, unirrigated, $400 an acre, potatoes and lima beans in rotation, the same year as high as $500 an acre, alfalfa ten tons to the acre. Peaches, apricots, apples are of fine quality and give abundant yield.) Ten degrees warmer than Los Angeles in winter and 10 cooler in summer. Two or more of these tracts can be bought adjoining and unsurpassed for homes or profits. Price $500 an acre. One-tenth down takes it; interest 6 per cent. Huntington Beach has 3000 people and has doubled in eighteen months. HUNTINGTON BEACH COMPANY, 634 Van Nuys Bldg., 7th and Spring, Los Angeles, Cal.

FOR SALE—
$50,000 COLONIZATION PROPOSITION, $50,000. A fine Carey Act project in Lemhi county, Idaho; located in a beautiful valley; railroad runs through it; plenty of mountain water; direct diversion; no pumping required; 4000 acres now under ditch; over 8000 acres more can be easily and cheaply irrigated; adapted to grain and stock raising; settlers buy land direct from State at 50 cents per acre; our company authorized to charge $20 per acre for permanent water rights; no indebtedness.
On account of present owners being non-residents and unable to give it personal attention, will sell entire capital stock for $50,000. Investigation asked.
Address either C. E. BEEBE, 649 S. Arizona st., Butte, Mont., or W. C. CAMPBELL, 6310 Hollywood Boulevard, Los Angeles, Cal.

FOR SALE— CALIFORNIA.
THE PARADISE OF THE WORLD.
No snow, no ice, no blizzards to combat, no frozen ears and chilblains, no case of cold feet in California; come out and live in the sunshine where you can have flowers the year round; own homes and farms; quit trying to fight blizzards, come out where you have a chance to have fun with your work.
If you want orange or lemon groves, farm lands or city property or information, write to me. I have the best farm lands in the State of California with fine rich soil, fine water and adaptable for raising all farm and dairy products; the prices for this farming land is lower than you ask for your own farm lands back east.
JOHN J. HILL, 318 Central Bldg.
Los Angeles, Cal. Sixth and Main streets.

FOR SALE—10 ACRES GOOD YOUNG VALENCIA oranges, in Orange county, close to Orange and Anaheim, and near boulevard; good barn, interest in fine electric pumping plant; land all underlaid with cement pipe, soil dark, sandy loam, perfectly level; trees are strictly first-class, at the low price of $7500; terms very easy.

22 acres first-class walnut land, situated near Santa Ana and Orange. Interest in fine electric pumping plant. Underground pipe line, covering whole tract. Abundance of water.
Price $475 per acre. Easy terms. This is a snap.
GEO. A. COOK, 619 Central Bldg.
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FOR SALE—

CALIFORNIA—ANTELOPE VALLEY.

Good fruit, grain and alfalfa land from $15.00 to $60.00 per acre. Considering the price, water conditions, soil, boulevard, railroads, and nearness to Los Angeles markets, these prices cannot be duplicated in Southern California.

Write or come and see us.

Tel. Main 6213. R. E. MUNCY CO.,
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FOR SALE— J. B. SHERWOOD,

936-938 MERCHANTS NAT'L BANK BLDG.

Sixth and Spring streets.

Largest listing on Pacific Coast of

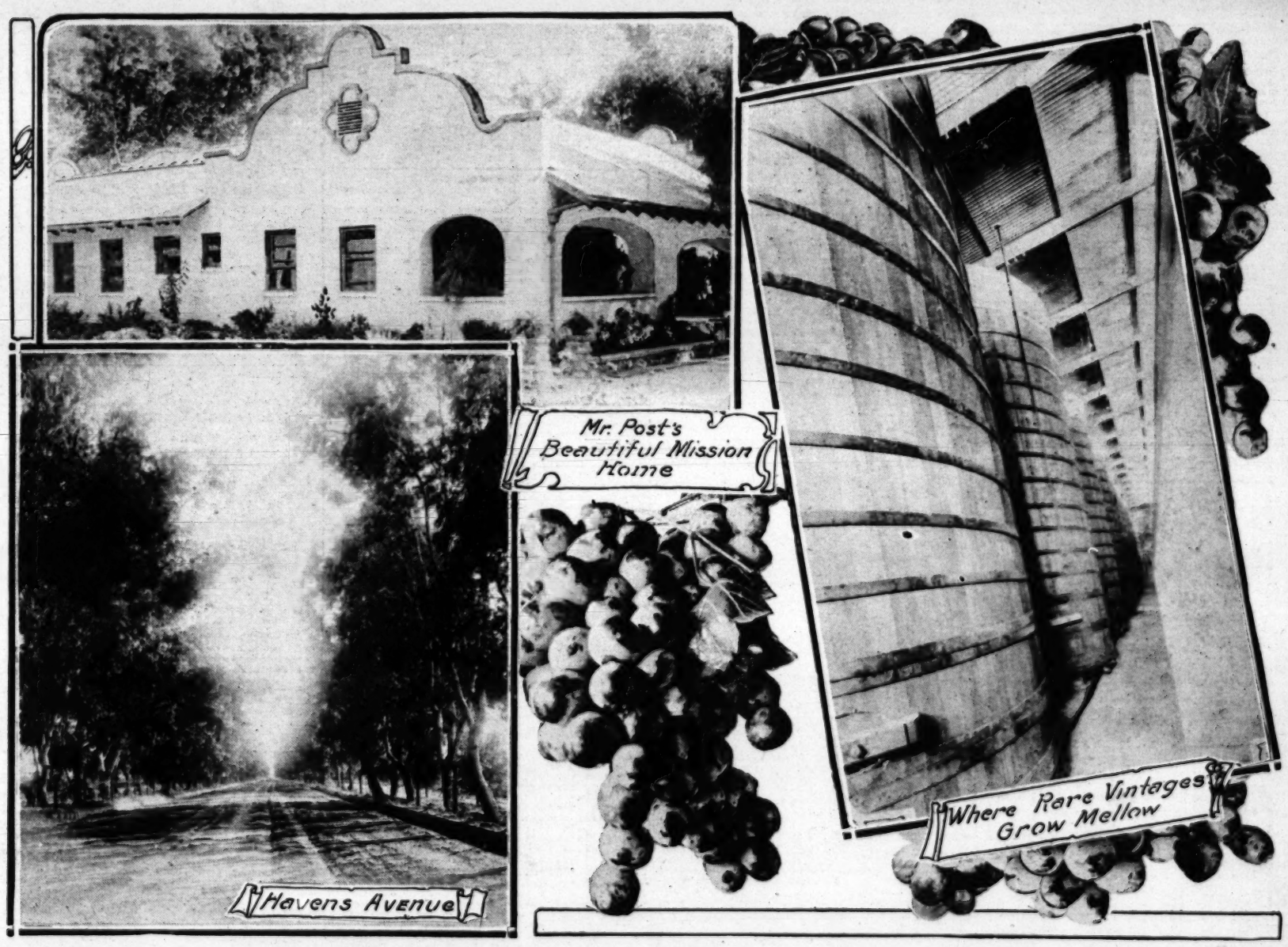
GOOD FARM LANDS WITH WATER AT WHOLESALE PRICES.

Our Sierras the Anglers paradise

Lassen Peak, California's active volcano, in violent eruption—and the Crater.

Plainsman Leads in Development of Rich Cucamonga Valley.

The Mission Vineyard is One of the Southland's Show Places.



of one man and his chosen associate on an earth surface that a few years ago was scoffed at and considered absolutely worthless. Soft, floury sands cover the soil like a changing blanket, and these, shifted by periodical winds, are enemies to ordinary vegetation—in fact, the grape is about the only useful plant that can find sustenance there. Sagebrush, wild, rough plants of the silent, barren places and parched dust were the offerings to man, and every foot of land reclaimed from the white plain was won by vigilant toil. That the man who has achieved a victory in a long-drawn-out battle with the desert possessed indomitable courage and a never-say-die spirit is strikingly proved by the record of his life.

Mr. Post first saw the light on a farm near Rochester, N. Y., on December 25, 1840, his parents being Morton A. and Mary Post, who were of New England lineage, their ancestors coming to the New World in the times that tried men's souls. After graduating at the High School in his native State, he came west to plains country and engaged in freighting from the Missouri River to various western points. At first he was in the service of a freighting outfit as foreman of a wagon train and made many overland journeys in this capacity. Later, however, he embarked in business on his own account, continuing in the work for several years with considerable success. In the spring of 1864 Mr. Post followed the gold rush into Alderguich, Mont., from Denver, Colo., at the age of 23 years, leaving the former place with $75,000 in gold. This, it should be borne in mind, was in one of the most perilous parts of the plains and the work was filled with hardships and dangers. Battles were fought with road agents and Indians, and in one encounter he came near capture by a band of nearly a hundred redskins who attacked his wagon train with fury, one of his men being killed and nine wounded out of thirteen.

Many men would have abandoned this hazardous life when death had to be so often faced, but it only enamored Mr. Post with stronger determination and animated him with an unquenchable desire to win success from the undertaking. Late in the year 1866 he opened up a forwarding house in North Platte, Neb., then the terminus of the Union Pacific Railroad. He prospered here for a time but in 1867 the rush to Wyoming was at its height and he closed up his business and joined the throng of westward-bound seekers for new homes. He enjoyed several years of prosperity in the territory of Wyoming, being a pioneer in the development of the stockraising industry there, and one of the leading merchants. His fortune was estimated at more than a million dollars prior to 1888. In 1888 a storm destroyed nearly fifteen million dollars' worth of property in Wyoming and left desolation and financial ruin in its wake. The catastrophe hit no one harder than it did Mr. Post, all of his property being lost in the overwhelming crash. After that he went on a trip to Europe, and, on his return from abroad, engaged in mining in Utah with varying success, until he came to this State and acquired the property which stands as a monument to his genius today.

For more than twelve years Mr. Post was a power in Democratic politics in Wyoming. He served in the upper branch of the Territorial Legislature from 1878 to 1880, was elected a delegate to Congress from Wyoming in 1881, serving until 1885, when he declined to accept a unanimous nomination proffered by his party.

Other sections of the Southland have lured Mr. Post and he has extensive interests all over Southern California. In 1901 he purchased 2800 acres of land from the Bixby family at Loma Vista, the land lying between Inglewood and Howard Summit. This tract was disposed of by 1910 at a satisfactory profit and is now subdivided into lots where are built homes for hundreds of happy families.

For an outlay of a quarter of a million dollars Mr. Post acquired the George C. Fetterman orange grove at Alhambra. It comprises sixty acres and is one of the most beautiful and highest developed in the State. It lies in the heart of Alhambra, is flanked by paved streets, curbs, sidewalks, ornamental street lights, and has gas, electricity and city water. In addition to these advantages it has an efficient pumping plant on its own account which has a capacity sufficient to meet all possible requirements. Three hundred acres of rich Imperial Valley land were given as part payment for this valuable property, and it is one of the most valuable citrus fruit holdings to be found anywhere. Mr. Post is also closely identified with the olive industry in Southern California and has some valuable investments in that line. He is vice-president of the American Olive Company.

There are few progressive moves in the Southland that do not have the co-operation of Mr. Post. It was he who was first to bring to the attention of Segundo Guasti the limitless grape and wine possibilities of the Cucamonga Valley. This has resulted in the establishment of the great Italian Vineyards with a trifle over 4000 acres planted in grapes, making it one of the largest vineyards in the world. This achievement alone is something to make a man an indispensable factor in the development of a community.

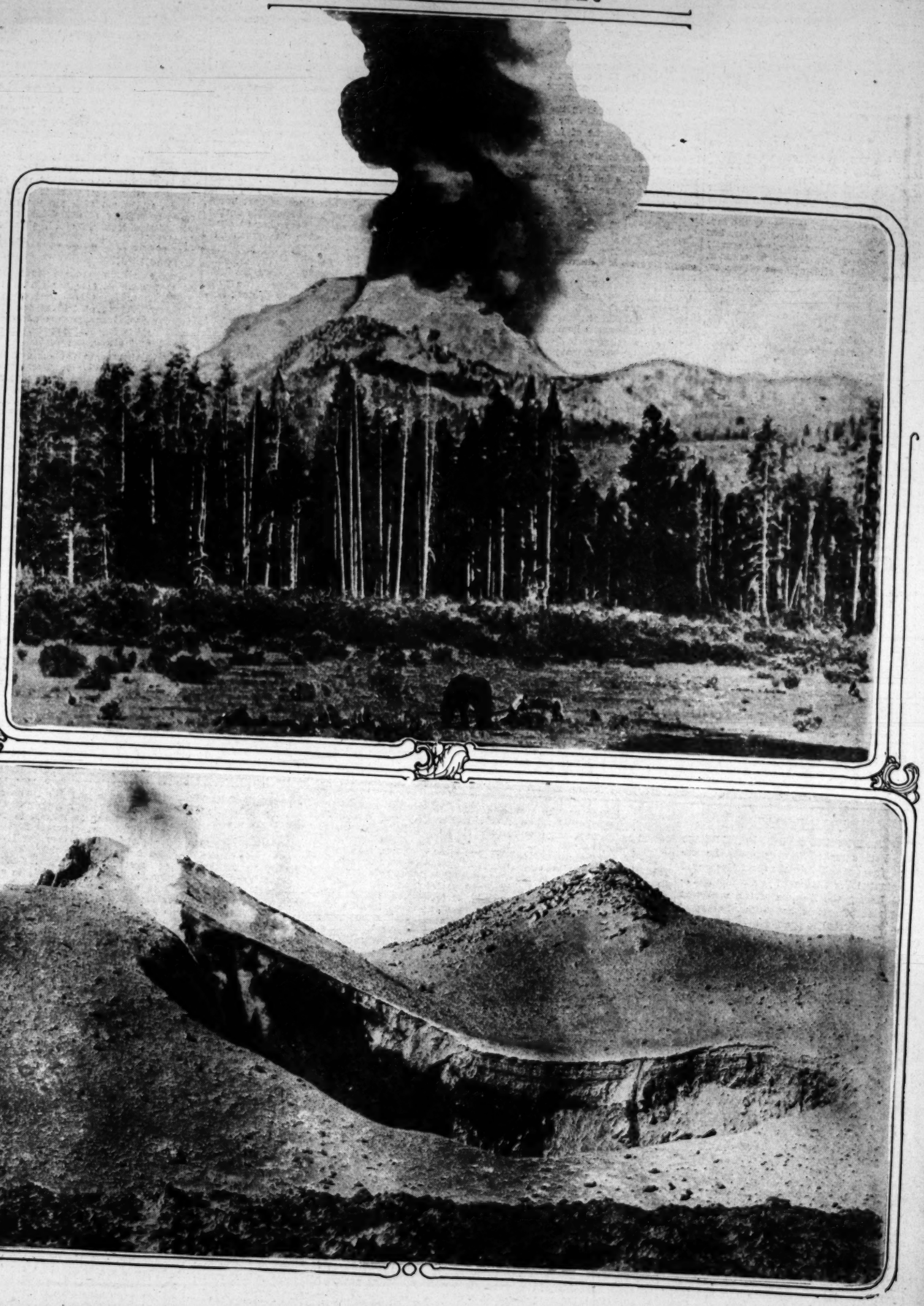
Mr. Post has a host of friends, for a man who has roughed it in the bitter days before the railroads crossed the continent cannot help but have a warm spot in his heart for his fellowmen. He has lived close to nature's heart and nature has rewarded him by giving him the profit of requited toil. At his vineyard, in the shadow of the great hills sweet with breezes from the sea, in a land tilled by the pioneers from Old Spain, his eye can trail over the green rows of soldierly vines with a pride that none can deny. It has brought him fortune—this land at the mountain's feet, and he loves it and tells others the story of its magic soil. He does not keep his faith in the fertile valley to himself or sing alone the praises of that which he controls. He is a booster for the whole section and has done more than anyone else to build it up and put it where it is today. He is of the class of men who have developed the resources of the great State of California and blazed the pathway that others may follow and gain by the shining example they set.

Mr. Post resides at the Jonathan Club in this city and maintains a splendid country home on Havens avenue, just a few hundred yards from the winery of the Mission Vineyard. Here his many friends are often entertained with lavish hospitality. To be his guest is an honor that always brings pleasure and interest. This elegant home, like the beautiful buildings at the winery, is constructed on the mission style of architecture, has a beautiful, artistically laid out Spanish garden, has a unique old-fashioned wall closing up the rear, and is one of the most attractive country places in this land of pretty rural homes. The furnishings are expensive but selected with taste and care, and the interior of the home is the last word in comfort and quiet elegance. Mr. Post is a member of the Jonathan Club, the Los Angeles Athletic and Annandale Country Clubs. He is extremely popular among the members of these organizations and contributes much to the spirit of gaiety in their activities.

One of Mr. Post's secrets of success is his judgment of men, his skill enabling him to select the most efficient workers and the most loyal, competent aids obtainable. When he bought the 300 acres of ground that he has developed into the Mission Vineyard, John Klusman, a young German, was employed on the premises at a small salary. Klusman's knowledge of English was limited, but he had that indomitable spirit characteristic of the Teuton; was determined to stay in the beautiful fertile valley, and he found in his new employer a man who sympathized with his purpose. Klusman energetically joined hands with Mr. Post, and these two men, with aims and hearts joined in an effort to work out a destiny in the willing soil, labored assiduously and did not toil in vain. Klusman now has an interest in the vineyard and winery and is a recognized force in the business life of the community. These men have intensified the grape culture to a high state of efficiency and the vineyard is a model one from the most critical point of view. The winery is a structure of architectural beauty and is rightly regarded as one of the show places of the Southland. It is situated in close proximity to the new road to Los Angeles from San Bernardino and consists of three buildings. Arthur B. Benton, who designed the artistic Glenwood Inn, drew the plans for the winery, and the idea of perpetuating the heritage of art left Southern California by the skilful padres of the Spanish period is carried out without a flaw. The cuts shown above will give some idea of how attractive the plant is, but no one can gather a correct idea of its beauty and efficiency without visiting it and going through its clean, fragrant apartments. Courtesy is extended to all, and sightseers are always welcome, no matter how busy the employees of the establishment may happen to be.

This is a fraction of the story of what one man did in this wonderful land of opportunity after a fortune he had previously amassed had been swept away. It is not the recital of the accomplishments of an ordinary man, to be sure, but it shows what one with the necessary grit and determination can do in a State where undeveloped wealth beckons with eager hand to those with brain and brawn and a willingness to work. It is well worth the time of any Los Angeles citizen with pride in the State and its industries to pay a visit to Cucamonga and see with his own eyes just what has been done, see the vast unclaimed stretches of land lying beyond at the base of the mountains that will-power can make as prosperous as the Mission Vineyard. It is more than worth while to talk with the man who created this vineyard, a man who has never known such a word as fail. Let him tell how it feels to lose the result of years of work, how it strikes one to lose a million dollars in a night, and then let him tell how it feels to take heart again and win a fortune greater than he knew before. Such things as these give strength and fortitude to mankind.

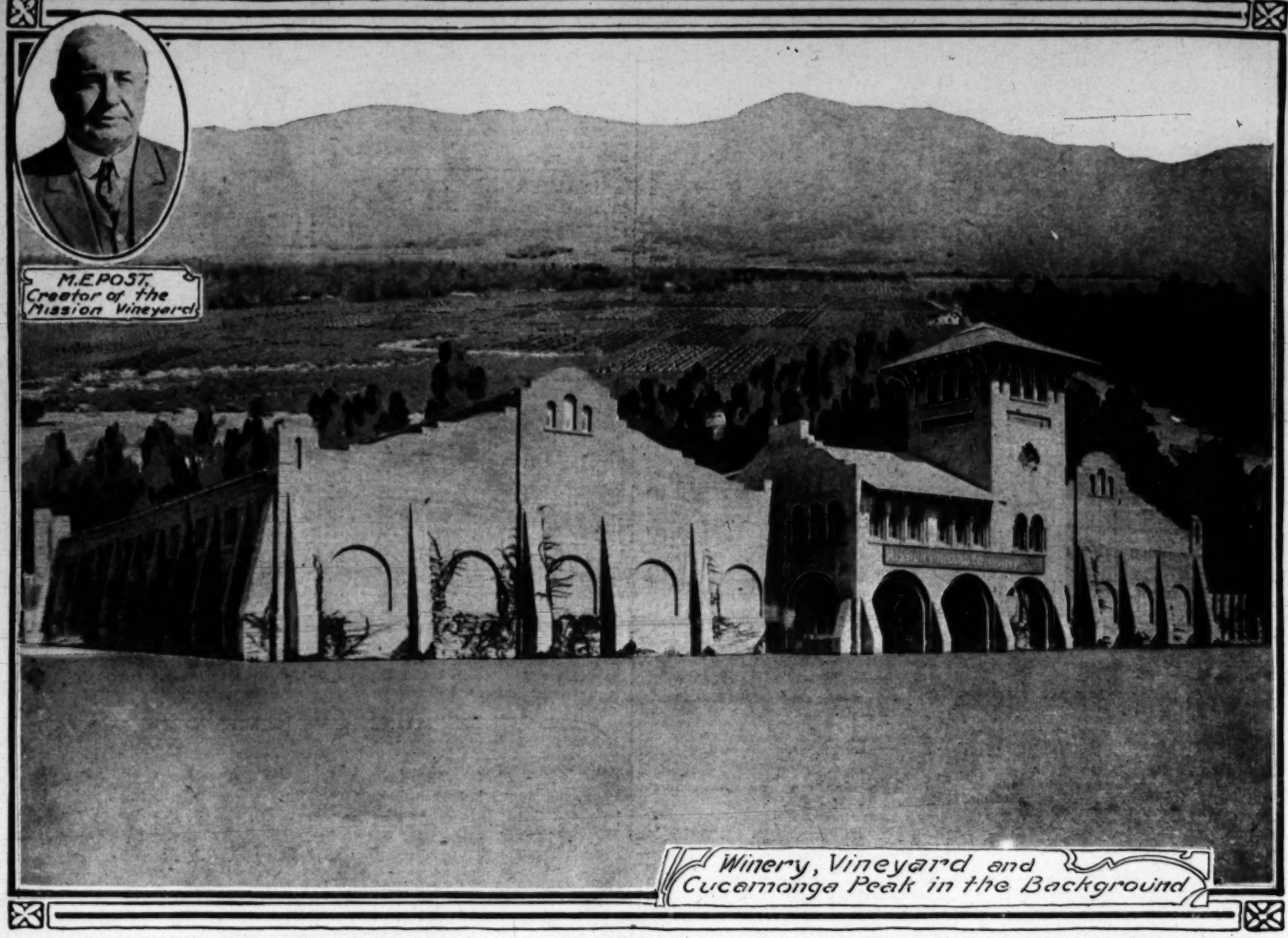
Lassen Peak, California's active volcano, in violent eruption- and the Crater.



The Mission Vineyard is One of the Southland's Show Places.

Plainsman Leads in Development of Rich Cucamonga Valley.

M. E. POST,
Creator of the
Mission Vineyard.



Winery, Vineyard and Cucamonga Peak in the Background

Southern California is swathed in a golden veil of romance. Here the picturesque of nature abounds in surpassing grandeur; here the richness of a storied past links itself to the marvelous progress of the present, defying the most skillful brush or pen to portray the magic of nature's effulgence laid at the feet of the energetic men who make brilliant dreams come true. The history of Southern California glows with a wealth of achievements that charm as Grecian legends do; the broad plains, fertile beyond the conception of those without knowledge of what the soil can do, kindle the mind to shape a wonderful future whose dawning is near at hand; the towering mountains, hoarding untouched fortunes, offer alluring opportunities to those in quest of virgin stores of precious metals; and the sea, broadening to distant shores, brought near by the completion of the Panama Canal, whispers of a tremendous era of commerce soon to come. These are things that stir the heart and call the brain to action, but nothing—not even this vision of an assured great future, excites the imagination to a higher pitch of admiration than a recital of the accomplishments of the strong men—the empire builders, who have overcome besetting obstacles and supplied the nucleus of power to the land and made this section the wonder of the world.

Among the untiring, strenuous men whose fertile minds have blazed pathways to success and supplemented the tales of the Arabian Nights with real performances, none can show a brighter record than Morton Everel Post, a giant factor in the Southland's growth. His admirable achievements here are identical with the progress of the Mission Vineyard, a veritable garden of green, yielding vines planted on the level, rich ground where the patient padres began grape culture many a year ago. Mr. Post came to Cucamonga in 1895, and his keen perception and foresight soon grasped the unequaled advantages that obtained there, and his energy, business ability and faith in the undertaking to which he set his head and hands are responsible for the existence of the vast vineyard and model winery. More than one thousand acres of grape-producing soil are embraced in the enterprise, and the winery contains the most economical and sanitary equipment the world affords. More than $150,000 annually is added to the wealth of California by this establishment and its scope of activity is constantly widening. Last year approximately $100,000 was paid out for labor and materials by the Mission Vineyard, all of this money going into the local marts of trade and enriching the people of this State alone, and, in bearing a heavy portion of taxes, contributed to the support of the State and Federal governments. The disbursements for labor and incidental supplies were about $20,000, and something like $80,000 was taken up in other operating expenses. This, with $6000 for Federal taxes, brings the total to a figure in excess of $100,000. The value of such expenditures to the community cannot be overestimated, yet it would have been wiped out, and irreparable harm would have befallen those dependent upon the industry for the sustenance of life, had not the people of California in their characteristic wisdom defeated the proposed prohibition amendment at the polls last November, and saved this and other kindred establishments to the State, so that they might continue to bring in a steady stream of revenue to the various rapidly-growing communities, and lighten tax burdens by the assessments they so willingly pay. The value of the Mission Vineyard and improvements is placed at $500,000, with the figure rising each year. Many families obtain a livelihood here, and hundreds of others are linked with its fortunes in numerous ways. It is an enterprise that adds to the wealth of the State as few others do; its expenses are paid out locally and the immediate community and section reap the benefits to a greater extent than from other industries. What is true of this concern applies to the hundreds of other vineyards of the State.

If Californians were educated to the advantages of the wine-making business, if they realized how much the future prosperity of the State depended upon the culture of the wine grape, it is almost a certainty that all who are loyal to the interests of their State would spurn with impatience any attempts of the agitators whose misguided zeal seeks to drive an industry away that lacks every element of harm and will remain in civilized countries as long as time lasts.

The grape culture of the State embraces something like 320,000 acres at the present time, and has, with the exception of the short period when the industry was endangered by the possibility of it being destroyed by a proposed law, been continually increasing in extent. Most of the land where the grapes are grown is not adaptable to other crops and if their culture were forbidden this vast area would lie idle for all time. While California leads the union in wine-making and the growing of grapes, the remarkable possibilities that exist in the State have scarcely been touched. Italy, Spain and France are considered the great wine-producing countries of the earth, yet this State is able to surpass either one of them in yield, and produce a supply sufficient almost to meet the requirements of the world's market. Much is already exported to foreign lands and has done more than anything else to spread the fame of California over the earth. The investment in the industry is more than $150,000,000 at the present time, 150,000 persons are dependent upon it for a living, and about $20,000,000 is added to the wealth of the State each year by the vineyards and wineries. All of this, it must be remembered, comes from soil that would now be unproductive, except in a few instances. Experts are assured that nearly all of the mountain sides of the numerous ranges here can be utilized for grape growing with the same results that are had in Italy and other countries of southern Europe. Certainly, if this be true, the most enthusiastic proponent of the industry has no conception of the proportions to which it will eventually grow.

The roots of the vine penetrate beneath the dry surface of the earth and find a moist under-soil pregnant with productive powers which, in spite of periods of drouth, holds its properties and keeps the plant green and thriving. This is why the arid sections are ideal for growing grapes when other crops would wilt and die.

California, with all its available grape area made use of, would not only be the richest State in the nation but would vie with the various nations of the world in wealth and population. Why those who see the evils of alcohol find fault with the wine which means so much to the State and its citizens, is difficult for those familiar with the situation to understand. Wine is a table food or drink, and is not intended to be classed with the stronger intoxicants. Its percentage of alcohol is so low as to be almost imperceptible, and its health-giving properties cannot be denied. Statistics show that in those countries where wine is manufactured there is less drunkenness than in places where it is not made, they also reveal that the committing of crimes, due to indulgence in intoxicating liquors, is far less than in countries where wine is not manufactured. These facts alone are convincing evidences that those who sought to drive this industry out of the State by classing wine among beverages considered harmful were in error, and while sincere in spreading their propaganda, were preaching a doctrine which would cause suffering and loss, and hinder the progress of California more than imagination could divine.

This State is the only one in the union where wine that compares with the European product can be manufactured, due to the excellent quality of the grapes produced. This fact eliminates all domestic competition in the making of the beverage. Thousands of families in the United States use wine as a table food, and most of it is supplied by the wineries in California. The demand increases annually, not only from consumers in this country but from many foreign lands. Wine is exported from here to thirty-five foreign nations, even to some which produce the drink.

The famous Almeria grape of Spain, the Viticultural Commission has found, can be profitably cultivated in this State provided the inferior yield—the smaller grapes or unsalable clusters—can be sold to the wineries. The Almeria grape is said to be the finest table grape in the world. This opens up the question of the aid given other lines by the operation of wineries. A large part of the raisin grape is taken care of at wineries, especially the second crop. In many cases the production of raisins, a heavy item, too, in the State, would be prohibitive so far as profit is concerned, were it not possible to dispose of the by-product to wine plants.

That a majority of citizens used wisdom in casting their ballots, and showed that they realized the importance of grape culture to the State, is attested by the result of the amendment proposal submitted to them for rejection or approval. Another effort will be made, it is believed, to vote on a similar law in 1916. It would be but justice to those dependent on the wine industry for their maintenance, for each true citizen of California to make himself or herself familiar with the question; for when it is grasped in its real light few will be found to condemn it, and thousands will enlist their sympathies on the side of an industry that contributes more than any other—or will do so when it has reached its fullest proportions—to the prosperity and upbuilding of the State and nation. There are not many who believe that California will abolish an industry which is destined to crown her with a diadem of wealth in a future which it takes only a clear mind to see.

While all of the State responds to grape culture perhaps no portion of it is more susceptible to the growth than the rich Cucamonga section, tributary to Los Angeles. Yet, to the casual eye, indications would seem otherwise. The great Mission Vineyard was developed by the perseverance

Flower Gardens Ever Inviting.

EVERYBODY knows that much outdoor living is conducive to good health. In Southern California, because of the equable climate the year round, we are able to spend practically all of our leisure time in the pure fresh air of the open. For this reason we devote a great deal of attention to our flower gardens, and they are designed to be not only beautiful to the eye, but to be comfortable and inviting for whiling away the leisure hours. They are planned to constitute a successful rival of indoor attractions, and therefore every trick of the gardener's art is utilized to make them alluring, invit-

HENRY BERRY.

ing and restful, but nearly always it is highly diversified and formal and sometimes it is wild and rustic, but nearly always it is literally decorated with vines and flowers, and usually some part constitutes a retreat so alluring the year round that one cannot resist its call to come into the open.

Then, too, there is our charming patio. The patio, or court, is always partly or entirely enclosed by the walls of the house, and is therefore extremely convenient. It is invariably floored, and usually some part of it is roofed, so that one may use it even while the garden is being drenched with rain. Sometimes, however, it possesses no

they are easier to handle, and more economical for everyone concerned.

Every pepper ranch has a drier. There are thirteen adjacent to the Grove. The average drier is a frame building 20x36 feet, running 14 feet high. It has a board floor with wide cracks, which provide circulation of air. The structure has a basement containing several big hot-air conduits, leading from oil-burning furnaces arranged in a pit alongside the building like brick-kiln ovens. The conduits end in huge vents which tower high above the roof.

Such a drier will hold 1000 trays of red peppers. The trays are 2x7 feet, with 3-inch depth. They have fine mesh wire bottoms. The drier is loaded to capacity with trays corded high as the roof, and then the furnaces are set going.

Climatic Conditions of Southern California.

FIRST OF ALL.

THE chief attraction of Southern California is, decidedly, its climate. By climate I do not mean a particular season of the year, but "all-the-year-round" climate. This estimable feature is possessed by very few places in the world. And as figures do not lie except in election returns this statement can be verified authentically by the United States Weather Bureau. The average temperature for the seasons from 1877 to 1913 is—winter, 55; spring, 60; summer, 70; autumn, 65; annual, 62.

The sun shines in Southern California on an average of 356 days a year. The photographic sunshine recorder shows that for twenty years there has been an average of less than nine days a year without one hour or more of sunshine. The United States Weather Bureau is responsible for the statement that the thermometer records the fact that only eleven times in thirty-six years has the mercury gone below thirty-two degrees; that the weather is the coolest in summer, warmest in winter and without either extreme in any season.

Compare this with the rigorous climate of the East and Middle West. Is it any wonder that every winter brings the seekers after health to these shores? Brings them by the tens of thousands to ascertain for themselves that the true atmospheric perfection may be found here in Southern California.

The northern boundary of Southern California is the spur of mountains known as the Tehachepi Range. This spur connects the Coast Range of mountains with the Nevada Range. If a line were drawn from Point Concepcion on the north to San Diego on the south—about 250 miles—and extend it back from the coast about forty miles, it would include in its area the choicest climate of Southern California. Between these two extremes Los Angeles occupies a most desirable position, and our climate, with slight variations, is shared by the suburbs for at least twenty miles around. It becomes somewhat cooler and more moist toward the ocean; warmer and dryer toward the mountains. In fact, you can get almost any climate you desire and you can get the variety the same day you desire it. For instance, "on Christmas day you can breakfast by the waves of the Pacific Ocean after a refreshing dip in their briny embrace, lunch under the orange and banana trees of Los Angeles, d among the snowfields on the sides of the Sierra Madre Mountains, retiring to sleep midst the fragrant gardens of beautiful Pasadena."

* * *

THE HEALTHFULNESS.

From a health viewpoint consider the foregoing. There are thousands living here today who, had they remained in less favorable clime, would have fulfilled the prophecy —"have but a few more weeks to live"—but have, by their wise choice, already added years instead of weeks, with a possibility and probability of many more years. The reason of this is because Southern California affords more days during the year for outdoor life, winter and summer, than any other place in this country. Here days of cloudless skies come and go; summer glides into winter without perceptible effort, and the startling changes in the season that occur elsewhere do not occur here. The writer has been a resident of Los Angeles for a number of years and while he has never known two successive years to be the same, he has never known an objectionable year, but each one is full of happy surprises. For instance, this year of 1914, we had the coolest summer that has been known here for thirty years. Not one day do I recall that was insufferably warm.

Owing to the dryness of the atmosphere, the general lack of humidity, the heat is less oppressive at 100 degrees (something very rare) than 75 or 80 on the Atlantic Coast. the cool trade wind from the Pacific is felt nearly all summer and is the great modifier of the heat, rendering the hottest day bearable. The nights of summer are always cool notwithstanding the heat of the day. Sunstrokes are unknown in Southern California. In the winter season we enjoy the influence of the warm westerly winds. This explains why the water at Santa Monica has a temperature of 61 degrees in January, while that of Newport, on the Atlantic, at the same time, is 32 degrees.

The records show that in the State of California the entire number of deaths by all diseases of the respiratory organs is less than 10 per cent., of which more than half were imported; whereas, the same causes carried off 20 per cent. in New York, 24 per cent. in Michigan, 27 per cent. in Maine and 29 per cent. in Massachusetts. It is a well-established fact that in hundreds of cases invalids make an entire recovery of health, and in other cases the disease is stayed and many years of life are gained.

* * *

THE RAINFALL.

This is another of the pleasant features of Southern California; so thoroughly enjoyed by those of permanent residence, but little understood by outsiders. Anywhere from the middle of September to the middle of November we look for the first rainfall. The first rainy weather may last a few days only, with a precipitation of an inch or two, then perfectly clear. Rain in the valley usually means snow on the mountains, and snow on the mountains is nature's reservoir for the lowlands when the season's rains have ceased. After a few weeks of pleasant sunshine another rain that washes the atmosphere clear of haze and dust and begins to display the remarkable transparency for which the winters of Southern California are noted—mountains nearly a hundred miles away seem but ten miles or so distant.

Near the end of December we are apt to get quite a heavy rainfall with a heavy fall of snow on the mountain peaks. As a rule, January is an ideal month, with clear skies, an atmosphere absolutely free from all impurities, cool but not cold, a warm sun flooding the mountain and valley from morn till night. Then possibly another rainfall in February, and scattering rains of two or three days duration at intervals of several weeks through March and April, and then the rainy season is virtually over. During this time, after the rainy season, say, from April to October, it often occurs that not a cloud so large as your hand is visible during all that time, while from November to April is really our spring, when the grass and the flowers mantle the hills.

The absence of rain during the summer months makes Southern California an ideal place for campers—no umbrellas, no raincoats, no burdensome outfit to protect oneself from inclement weather.

The rainfall in Los Angeles for the past twenty-five years averaged about 16 inches, the lowest being 5.53; the highest (1883-1884) being 38.13. The writer's first visit to this city was during the second heaviest precipitation (1889-1890), being 34.25 inches.

Thunderstorms are very rarely experienced in the city or valley, but one of the pleasant features is to sit upon the porch and see the dark clouds gather around the mountain peaks and witness nature's panorama in the play of the lightning and hear the distant thunder and realize that you are a safe distance from the battle of the elements. This is where "distance lends enchantment to the view."

* * *

RECREATION.

The outdoor recreation is another of the admirable features of Southern California. The climate is such that there is no excuse for being "housed-up." Even if you have but one room in which to live, there are twenty-three public parks within the city limits which are as free to you as the air you breathe. One of these contains 3000 acres and embraces a variety of most picturesque mountain, foothill and valley scenery. If you wish to rusticate on the level you can do so in any of these choice breathing places; if you want hill-climbing you can get it without going out of the city; if you are more strenously inclined you hit the trail to Mt. Wilson or Mt. Lowe, the two most prominent of the adjacent peaks of the Sierra Madre Range. The former has an excellent trail either for foot or horse, has an elevation of 5086 feet (length of trail eight miles,) and near the summit is a picturesque camp where good accommodations are furnished, while on the crest very comfortable cottages are furnished for lodging, and meals can be obtained at hotel headquarters. Should you weary on the way you will find a very pretty resting place at the Half-way House, where you may refresh the inner man and remain an hour, a day or a week.

Mt. Lowe may be reached by cable and electric cars (or by trail:) the former, one of the most interesting and ingenious systems of mountain railways. Near the top, at a height of 5000 feet, is the Alpine Tavern for the accommodation of guests.

It is plain to be seen that you can have almost anything you want in Southern California, and much of it simply for the asking—plus a little effort. This is especially true of that greatest of all gifts to man—HEALTH.

* * *

AUTOMOBILING.

Owing to its equable climate, Los Angeles is the one city in the United States in which automobiles are used every day in the year. As a result there are more automobiles owned and more automobile accessories sold in Los Angeles than in any other city of equal size in the world.

The total number of machines owned and operated in this city is in excess of 40,000, the total registration in California being 109,912. Los Angeles, which has a population of 516,317, uses for automobile service 8,400,000 gallons of gasoline a year. It has 726 miles of graded streets, and radiating from the city through the county of Los Angeles are 436 miles of good roads, and the most magnificent scenes of ocean and mountain—a delight to the eye, a rest to the brain, an inspiration to the soul.

Those who contemplate visiting the Panama-California Exposition at San Diego, wishing to motor from this city will find a good road; the trip, allowing for usual stops, can be made with ease in from six to eight hours. While many and varied are the points of interest in and about San Diego, there is one that stands out pre-eminently above all others and amply repays the trip from this city. I refer to Point Loma, of which the late Charles Dudley Warner said: "It is one of the grandest views in the world." It is further said by many world travelers that the boulevard to Point Loma is unequaled by any automobile drive in this country or Europe. Remember, all of this is in Southern California.

EDWARD B. WARMAN.

The Historic Sentiment of San Diego's Exhibition.

EDUCATIONAL.

FOUR HUNDRED AND ONE YEARS ago Balboa pushed his way across the continent which Columbus had discovered and planted the banner of Spain in the Pacific. During the lifetime of the men who saw the enactment of that drama the flag of Spain was carried to the north and unfurled in the Harbor of the Sun—today the Bay of San Diego—and many years later came soldiers and sailors and priests and colonizers of Spain, and started the first white settlement on the Pacific Coast of what is now United States territory, and again they chose San Diego.

Close to the spot where they landed, overlooking the bay where Cabrillo came, is San Diego's Panama-California Exposition, California's great Exposition Beautiful of 1915. Of Greek and Roman temples, huge buildings, broad lagoons, sizzling hot streets? Not this exposition. Instead, a renaissance of the glories of old Spain, a city such as Cabrillo and his men must have dreamed of as they stood, perhaps on that same lofty mesa, and looked down to the sea, to Coronado, to Point Loma, to the distant islands where the seals are at play and the million gulls and pelicans and cormorants make their nests, or back up the valley to the hills of Mexico and the snow-capped Sierras.

The Spanish city is one of austere missions, of ornate cathedrals, of graceful palaces. From the Prado, lined with acacia and a riot of the brilliant flowers of Southern California, rise tiled domes and fantastic towers, archways from which hang old mission bells. Along its full sweep stretches a double colonnade, overgrown with the gorgeous bougainvillea, opening here and there into a cool patio thick with palm and eucalyptus, a fountain plashing, a caballero leaning lazily against the wall and watching the soaring pigeons or the troupe of Spanish dancing girls whose bright-colored skirts are awhirl to the hum of guitar and the click of the castanet.

The bandsmen are attired as vaqueros. The programme of special events contemplates at frequent intervals during 1915 a presentation of the signal events of the old days of the Spanish occupation and the earlier days of the ancient red man who once ruled the western world. There are planned processions of friars and processions of Indians as well as the panoply of the conquistadores. It is the most genuine Spanish atmosphere which can be imagined. In other words, San Diego has tried in its exposition to crystallize the rare memories of the old days, days whose traditions constitute the history of Southern California and whose tangible recollections are among the most interesting of California's sights today.

It is rather curious that with the missions constituting probably the principal point of interest so far as the work of human hands is concerned in Southern California, there should have been paid so little attention to mission architecture by the western architects. In all probability San Diego will do a great deal to revive an interest in the glories of the old art, and it cannot be believed that the magic city will not be duplicated in part throughout Southern California within the next few years. Already the State has its permanent displays of the old missions. Spanish America has its splendid Spanish cathedrals. The older Spanish cities of Mexico and the older Latin republics have their municipal buildings of purely Spanish type and frequently their town and country residences which stir up a faint recollection of Castile. San Diego has reproduced many of these striking types and in addition has arranged composites of the types. It is worthy of note that the composites introduce new features of genuine architectural merit which already has attracted the attention of various architectural societies of this country and seems destined to attract much wider attention once the fair is opened and in operation.

There is historical as well as artistic interest, for instance in the facade of the imposing California State Building. At the extreme top stands the statue of Fray Junipero Serra, the Presidente General of the Franciscan friars, and probably the one dominant figure in the early civilizing of California and the West. It was Padre Serra who led the little party of priests who came to San Diego in the trail of Cabrillo and Vizcaino and founded the old mission of San Diego de Alcala, it was he who moved on to the north, building missions as they went along El Camino Real, planting palms and olive trees and vineyards, civilizing the Indians and laying the foundation for the civilization which would one day spring up in the American West. Below this statue, at one side, is a full length statue of Cabrillo, the discoverer, and over it, a bust of his patron, Carlos V of Spain. On the other side is a statue of Vizcaino and over it a bust of Phillip III of Spain. Farther down is a bust of Vancouver, the first English explorer, and one of Portola, the first Governor of California. Almost on the threshold stand the statues of Fray de Ascension, the chronicler of the Vizcaino party, and Fray Jaume, who was butchered by the Indians in the old Mission of San Diego. In that frontispiece then are portrayed the figures who participated in the most striking events of California history, and that means the history of the Coast, for the white civilization of the Pacific Coast of this country started at San Diego. The long row of missions, passing through Los Angeles and continuing on to Sonoma, are tangible relics of the days of the padres.

With such a history, San Diego really had no choice about the selection of a type for the exposition buildings. San Francisco set about an exposition of the old type on a splendid scale, and San Diego was forced to select new types, not only in buildings, but in exhibits and in special features. So far as buildings are concerned, there can be no doubt about the success of the experiment. The impression is that the money which was spent on the Panama-California Exposition has been spent wisely in erecting buildings which are impressive by their beauty rather than by their size and by the strange almost inexplicable appearance of antiquity which they present. He who passes through the west gateway and finds himself in the midst of mission and cathedral and palace, scarred and broken so deftly, here and there, by the artisans that the illusion of age is made the more striking.

And if the ideas of novelty in buildings have been carried out it is certain that the others have fared as well. San Diego had large ambitions. Southern California and the whole West have large ambitions. What is more important is the fact that the ambitions are generally crowned with success, for back of them are energy and brains to utilize the energy.

L. F. G.

California Raisins.

[Los Angeles Financial News:] Of the forty-eight counties in California, less than a dozen produce raisins in commercial quantities. Fresno county produces 94,000,000 pounds, or about 60 per cent of the California raisin crop, and nearly twice the quantity produced by Spain, which produces from 15,000 to 30,000 tons, and held the lead for centuries. It was in 1892 that the California raisin crop first equaled that of Spain, and it has been increasing the difference ever since. Tulare county produces 25,000,000 pounds and Kings county nearly as much. There are 90,000,000 vines in the State and $150,000,000 is invested, which returns the growers $20,000,00 annually. 100,000 people are dependent on the industry.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

"Soil-Tone"—Nature's Own Fertilizer.

NATURAL FERTILIZER CO.'S DEPOSITS AND PLANT.

discovered five years ago, it has only recently been introduced to the public. Meanwhile, extensive and practical experiments have been made with results that demonstrate its value as a fertilizer for all soils and all plant life.

Luther Burbank says: "Sulphur, iron and gypsum should all be beneficial, but you have applied the best test—that is, ASKED THE TREES HOW THEY LIKE IT."

In every instance the ground remains porous and pliable at all times, a complete transformation of the soil. The lateral roots that enter should naturally follow."

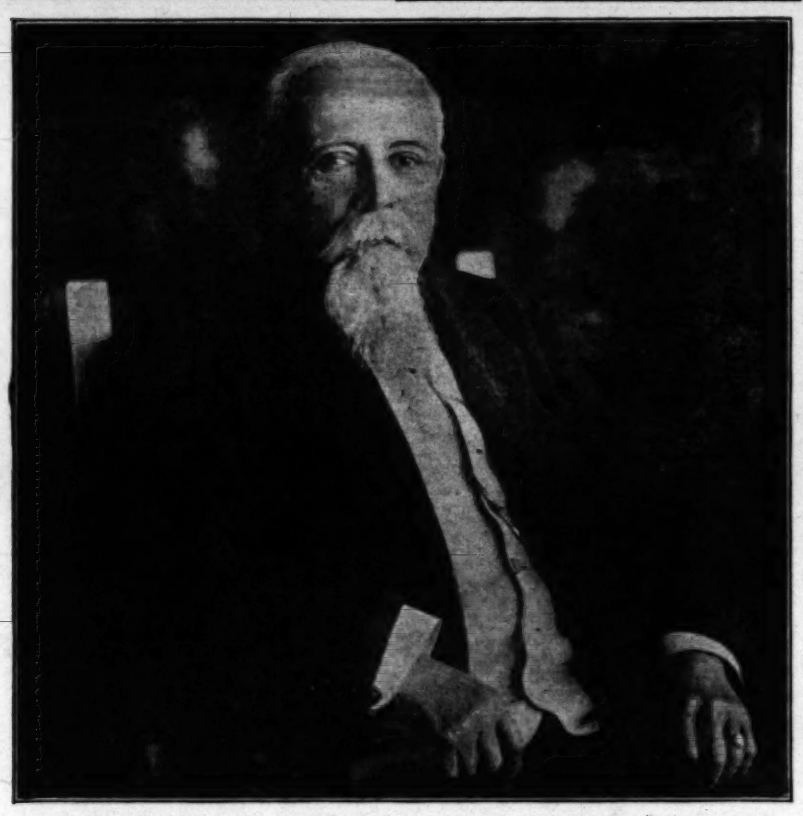
Mr. McCully obtained a supply of "SOIL-TONE" in the crude form and applied it to the orchard.

"Within a short time," continues Mr. McCully, "the trees began to improve, and now, after three years, the results are truly marvelous—the ground remains porous and pliable at all times, a complete transformation of the soil. The lateral roots that enter

sulphuric acid as valuable soil tonics.

Dr. J. H. Wheeler, United States Department of Agriculture (U. S. Bulletin No. 77,) states that gypsum, being a combination of lime with sulphuric acid and water, acts as a direct manure, releases plant food otherwise locked up in the soil, and neutralizes poisonous substances in the soil. In this respect W. W. Gardner, Physiologist, United

Judge Y. Sepulveda



A sketch of this jurist and man of affairs, whose name is noted internationally, is of especial interest to the millions who will read this great Exposition and Midwinter Number of the Los Angeles Times.

Judge Sepulveda was born in Los Angeles July 1, 1842. He is one of the oldest and most original native sons. To state exact facts, in 1842 what is now our grand State of California was a part of Mexico, the United States acquiring the territory in 1848, six after young Sepulveda's birth.

A glance at the more important incidents of the life of this able jurist suggests that he has had much to do with and is very familiar with the early-day history of our own picturesque Southwest, especially Southern California and Mexico.

During the past thirty years Judge Sepulveda has been one of the more prominent residents and public men of Mexico, a practicing attorney in the City of Mexico, during which time he has represented many of the more notable interests operating in that republic.

He returned to Los Angeles a little less than a year ago, and now, at the age of 72 years, hale and hearty, with a brilliant mind, trained to grasp the important points of legal lore, he has re-established law offices in this city and is an active practitioner of law in Los Angeles.

Mr. Sepulveda has offices at 1123 Merchants National Bank building, Sixth and Spring streets.

Judge Sepulveda was admitted to the bar in this city in 1863, when but 21 years of age. Shortly thereafter he was elected a member of the California Legislature. He occupied the bench in Los Angeles for fifteen years, being elected County Judge in 1870, District Judge in 1874 and Superior Judge in 1879, and remaining on the bench of the county until 1884, when he resigned and left California to practice his profession in Mexico City.

For two years he was Charge d'Affaires of the United States in Mexico, after which he resumed the practice of law, remaining in Mexico City as an honored and successful member of the bar until 1914.

Judge Sepulveda is perhaps today one of the best posted men on Mexican affairs in the United States. During his thirty years' residence in Mexico he made a close study of the conditions of that country, being familiar with and personally known to Presidents, Cabinet officers and leaders in public life, although at no time active politically. He witnessed personally many of the incidents attending the bitter struggle between the various factions engaged in revolutions and fights for supremacy and control.

On subjects political, however, Judge Sepulveda makes no comments for publication, using his own wise counsel and remaining silent.

Judge Sepulveda returned to Los Angeles to resume the practice of law in this city and make here his future home, because he has always had a fondness for the city of his birth and for our people. His experience both in Los Angeles and in Mexico City creates for him a valuable knowledge, and his splendid ability restores him to the front rank of the legal profession.

As a member of one of the oldest families in the Southwest, for many years one of the leaders of the early days, Judge Sepulveda tells when in a reminiscent mood, in his quiet, interesting and refined manner, some very attractive stories about the early days of Los Angeles, when this place was a little town of some 13,000 population, the headquarters and trading center for the big ranch owners, whose lands ran into the hundreds of thousands of acres, with hundreds of thousands cattle and horses roaming almost at will over the vast plains and foothill ranges.

The feeling of hospitality was extensive in those days, and house parties at the haciendas and ranch homes, where the land barons and their guests entertained royally, were of frequent occurrence, and the country was richly prosperous, giving abundant promise of the great future to come.

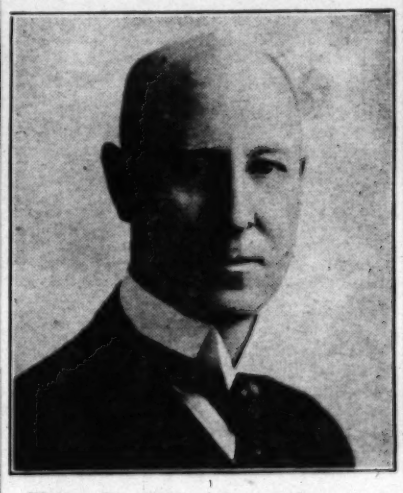
This able lawyer was as prominent then as he is prominent today. He numbered his friends by the scores, and, as one of the rising young lawyers of the Golden State, occupied an enviable position. Had he remained in California he would perhaps have become one of the political leaders of the Golden State.

Now that he has returned to Los Angeles to make his future home, accompanied by his charming wife and beautiful daughter, he has stepped into his old position of honor and is cordially welcomed by leading members of the bar and some of the members of the older families whom he knew as a young man when a jurist on the bench of Los Angeles county.

He is a lover of the true and beautiful and has already become an active factor in aid of the development and growth of the Greater Los Angeles, which he dreamed of when a boy.

May your future continue as bright and happy as your prominent and successful past is the wish of your many friends and well-wishers who welcome you back to Los Angeles.

WALTER W. MIDDLECOFF.



Walter W. Middlecoff, presiding justice of the District Court of Appeal at Los Angeles, will retire from that office at the end of the present term on January 4, 1915.

Judge Middlecoff will return to the law office in the Washington building, in which he practiced before taking the office of presiding justice of the Court of Appeals.

Judge Walter W. Middlecoff is 48 years of age. He has been a resident of California twenty-seven years. He received his education at the University of Southern California and was admitted to the United States Supreme Court in 1903. He is an expert in equity and probate law. His law partner and brother, J. B. Middlecoff, was probate judge of Duluth, Minn., for ten years.

ments in order that he might enter and equip himself to practice, finally accomplishing his ambition by working nights in a freight office, obtaining employment on holidays and operating a post card gallery in an amusement park, all of which required twenty-one out of each twenty-four hours daily. He supported his mother, wife and child while doing this. At the end of three years he graduated from the law college and secured immediate employment in the legal department of the railroad company that had given him work at nights. Seeing the advantages offered by Southern California, Mr. Schultz came to Los Angeles more than five years ago, and has built up an extensive practice. He has been the attorney for R. G. Dun & Co. for nearly three years, and has been unusually successful in criminal practice, having lost only two out of a total of nearly fifty jury trials.

Dr. J. Homer, dentist, Orpheum Building, 336 Broadway.—[Advertisement.

HELPING THE STATE; THE FIFTY ASSOCIATES OF CALIFORNIA ACCOMPLISHING RESULTS.

The success of the Fifty Associates of California, formerly the Pierce-Kennedy Company, has been accomplished by a concrete, intelligent and thorough knowledge of their business and conditions in California.

During a little over two years' time they have organized and financed two million-dollar dividend-paying corporations; to wit: The Provident Pledge Corporation and the United States Mortgage Company of Los Angeles, and have also financed the large and rapidly-growing business of the Pacific Mineral Products Company, the controlling interest in which is owned by the Fifty Associates of California. In addition to this they have increased the capital stock of the Fifty Associates of California from $250,000 to $500,000, taking in as partners approximately fifty of the most prominent and influential men it has been possible to secure in this State and certain eastern financial centers.

CLEVELAND SCHULTZ.

How wide the door of opportunity stands open to the American boy with grit and determination is clearly illustrated by the obstacles Cleveland Schultz, a Los Angeles attorney, overcame to attain success. Leaving home at 13, he worked on farms and later in a hotel as bell boy and clerk until the age of 19, when he married. He went to Chicago and began the arduous effort of educating himself to law school requirements in order that he might enter and equip himself to practice, finally accomplishing his ambition by working nights in a freight office, obtaining employment on holidays and operating a post card gallery in an amusement park, all of which required twenty-one out of each twenty-four hours daily. He supported his mother, wife and child while doing this. At the end of three years he graduated from the law college and secured immediate employment in the legal department of the railroad company that had given him work at nights. Seeing the advantages offered by Southern California, Mr. Schultz came to Los Angeles more than five years ago, and has built up an extensive practice. He has been the attorney for R. G. Dun & Co. for nearly three years, and has been unusually successful in criminal practice, having lost only two out of a total of nearly fifty jury trials.

MATZENE.

A new idea in photography, introduced by Matzene, of Los Angeles and Pasadena, has created something of a sensation in the world of plates and negatives, and has made a most decided hit with Southland society women, and the fashionable folk who are wintering at the great Southern California caravansaries. Matzene, an artist to his fingertips, has long frowned at certain accepted methods in photography. Especially has he objected to what he terms the "unconscious effort of posing" that is so apparent to the perceiving eye of the real artist in practically all the portraits that are taken of the beautiful women in society. Out of this perception of the imperfection that exists in lens portraiture even at its best, this local master of the camera has evolved a new ideal in photographic art.

Instead of posing Her Majesty, the American Woman, in a downtown studio in the daytime and under what are bound to be artificial conditions, Matzene is eliminating altogether the idea of pose of any kind and is photographing her in the brilliant environment of drawing-room and dancing floor, under the night lights she loves, and at that moment of moments when her eyes are brightest and her charm the most dazzling. Under such conditions, declares the distinguished exponent of the new ideal, it is possible to catch that sparkle of mood and manner and that vividness of personality that the ordinary posed picture cannot possess. In this beautiful new studio retreat in the Hotel Maryland at Pasadena, Matzene is exhibiting several photographs he has recently made under his new plan. These, according to delighted society women who have seen them, are fairly miraculous in their speaking naturalness and atmosphere.

Mr. Matzene, after a residence in the Southland of three years, has foregone his earlier expectations of returning to New York and Chicago. He has spent a part of his life in Italy, and says Southern California, climatically and otherwise, is far superior to the land between the Mediterranean and Adriatic seas, and he never expects to leave it.

Flower Gardens Ever Inviting.

EVERYBODY knows that much outdoor living is conducive to good health. In Southern California, because of the equable climate the year round, we are able to spend practically all of our leisure time in the pure fresh air of the open. For this reason we devote a great deal of attention to our flower gardens, and they are designed to be not only beautiful to the eye, but to be comfortable and inviting for whiling away the leisure hours. They are planned to constitute a successful rival of indoor attractions, and therefore every trick of the gardener's art is utilized to make them alluring, inviting, full of subtle and persuasive arguments that coax one out, in spite of himself, into the open air. Perhaps nowhere else is gardening made such a fine art as in Southern California, and certainly nowhere else does the climate offer greater encouragement to the conscientious gardener.

In the East the garden is a thing of beauty for only a few months at most. The remainder of the year finds it either dead or dying, and often piled high with snowdrifts. In Southern California the garden is a retreat of floral splendor during every month in the year, and more beautiful, if anything, at midwinter, when it is to be most appreciated, than at any other time. In the East it must be especially created for a certain brief period; in Southern California it is a permanent creation. Hence, here it is designed accordingly, and since it may be enjoyed the year round, much living in it becomes a sort of fixed habit.

Because of its permanency, the garden in Southern California in many cases receives almost as much attention as does the house. It virtually becomes an immense open-air home. It is designed with all sorts of structural accessories—garden restrooms, secluded nooks with inviting seats, partly sheltered and seductive paths, vine-clad pergolas, and so forth. The house itself has outdoor sleeping-rooms and perhaps a flower-embowered patio, bordered with shaded corridors. In short, the outdoors of our homes is made to present a "standing invitation" so pressing that one can but yield to it at every possible opportunity, for the Southern California garden is indeed a place of enchantment from both an aesthetic and a utilitarion viewpoint.

Our favorite garden feature, architecturally speaking, is perhaps the pergola. We acquired it from sunny Italy, and, assisted by a climate as glorious as that of its nativity, we have brought it to greater perfection than it has ever reached anywhere else. Originally it was only intended—as is evidenced by a study of old specimens like that along the terrace of Cappucini at Amalfi and that of Villa Gori in Siena—to create a protected path gratefully shaded from the fierce sunlight of those countries by giving support to climbing vines, but here in Southern California we have carried the idea even further, using the pergola to form not only shaded walks, but for creating partly-roofed piazzas, outdoor lounging retreats and so forth. And for whatever purpose it is utilized it is a most charming garden feature, always lending to the grounds of a home, if properly harmonized therewith, a sort of character and beauty and romantic charm that can be produced so effectively in no other way.

The pergola is variously constructed—sometimes of poles, of rustic appearance; sometimes of square-sawed timbers, Japanese in effect; occasionally of stone or brick of simple lines, and often of stucco or concrete, after the style of the old Missions, or as a suggestion of the old Greek columns. Architecturally, however, the object invariably should be to construct it with the aim of creating a harmonizing link between the house and the garden, although it is not always essential that it be of material identical with that of the house. No other garden feature can be so effectively used for this purpose, for it can be designed to correspond with any scheme varying from the extremely rustic to the strictly formal.

And after it has received the consideration due it structurally, there comes the matter of its decorations. In Southern California it is a vine-clad creation during the entire year. The pergola walk is a sort of corridor of greenery leading off into the garden, through which one may stroll beneath the festoons of flowers and vines and inhale, together with the pure, fresh air of the outdoor, the perfume of fragrant blossoms. It may bear either a heavy drapery or merely a tracery of the vines, but it is usually preferable that it be a walk flecked and barred with light and shadow, a pathway, only partially covered, upon which may play the shafts and splashes of sunlight by day and the moonbeams by night. The piazza and the garden restroom are flower-embowered retreats furnished with tables and comfortable seats wherein one may enjoy in the open air all the privacy afforded by the interior of the home.

In Southern California we also have the strictly summer-house, as well as the pergola resting place. This feature is likewise variously constructed. Sometimes it is dignified and formal and sometimes it is wild and rustic, but nearly always it is liberally decorated with vines and flowers, and constitutes a retreat so alluring the year round that one cannot resist its call to come into the open.

Then, too, there is our charming patio. The patio, or court, is always partly or entirely enclosed by the walls of the house, and is therefore extremely convenient. It is invariably floored, and usually some part of it is roofed, so that one may use it even while the garden is being drenched with rain. Sometimes, however, it possesses no covering itself, but in such cases it may be bordered by protected corridors. Since the patio primarily comes from Spain this is, in fact, quite a common arrangement when the house is of Spanish or Mission architecture. Whatever may be its design, however, it is always a delightful accessory, provided with hammocks or seats, and in all ways intended as an ideal outdoor room more secluded than the ordinary veranda. And here, also, do we find a profusion of flowers and vines, making it ever characteristic of the Southern California garden feature.

Someone has said, "Who creates a home creates a potent spirit, which in turn doth fashion him that fashioned." If this be true at all, it is certainly true in Southern California. Unquestionably our homes, with their charming and welcoming gardens, wield a potent influence for good, healthful living—an influence so strong that no lazy, ever-busy or absent-minded mortal can resist the invitation to emerge from his shell and to at least occasionally commence with nature.

CHARLES ALMA BYERS.

Two Square Miles of Chili Peppers.

BY PRODUCING 1200 tons of green chili peppers and 500 tons of dry red peppers on a piece of land much less than two miles square, Garden Grove, a thrifty little community in Orange county, California, has earned an enviable reputation.

During the green chili season the pepper planters of Garden Grove ship a carload of "greens" to the Los Angeles wholesalers every day. On 800 acres of ground contiguous to the grove, the planters produced $121,600 worth of red-hots in 1913, and the pepper acreage has been nearly doubled the past year. Pepper farming has been exceedingly profitable these past two years, because revolutionary conditions have seriously interfered with the importation of peppers from Mexico.

Peppers are easy to grow. The only ill that they seem heir to is a touch of fungus which occasionally creeps in, but which seldom does much damage. No cause for its appearance has been discovered, and no way to combat it is known. Frost seldom overtakes the crop, and when it does, if not too severe, it is beneficial, in that it hastens the ripening of the late "greens."

By going through the field each summer and staking the thriftiest plants, the growers save their own seed. They prepare their fields as carefully as though they intend to make garden, and then, beginning about the middle of March, they put in the crop, with hand drills, using from one to one and one-half pounds of seed per acre. When the plants appear, they are thinned by hoeing, until they stand 20 to 24 inches apart in the hill. The rows are from 3½ to 4 feet apart.

The soil around Garden Grove is sandy loam which can be irrigated a dozen times without being touched with a cultivator, and the ground will not bake. However, the growers keep the middles level, and run ditches through them, every two weeks, turning in sufficient water to saturate the soil. After irrigating, the planter levels the middle again with a cultivator which runs shallow, but goes close to the plant. The peppers are cultivated and watered every second week up to the middle of August, when a cover crop of vetch or burr clover is sown in the middles, to be turned under for fertilizer.

The picking of green peppers runs from the middle of August to the first of December. Some growers get an early crop of "greens" late in July, which brings a better price, but the "greens" are ordinarily sold to the Los Angeles wholesalers or to the pickle factories, at a contract price which ranges from $18 to $20 per ton.

Red peppers, for stringing or drying, are gathered from the first of November to the first of January. Dry peppers, which are packed in 300-pound bags, are generally sold to the wholesalers, although some few growers ship their output to Denver, Chicago and other eastern points. In either case the price is about the same—$200 per ton, or 10 cents a pound.

There was a time when the only dried red peppers offered to the retail trade hung on strings, but the stringing system has largely been abandoned, because it costs 1½ cents per pound to string them. The trade has decided in favor of peppers sold loose in sacks. They are not so convenient to display as the peppers on strings, but they are easier to handle, and more economical for everyone concerned.

Every pepper ranch has a drier. There are thirteen adjacent to the Grove. The average drier is a frame building 20x36 feet, running 14 feet high. It has a board floor with wide cracks, which provide circulation of air. The structure has a basement containing several big hot-air conduits, leading from oil-burning furnaces arranged in a pit alongside the building like brick-kiln ovens. The conduits end in huge vents which tower high above the roof.

Such a drier will hold 1000 trays of red peppers. The trays are 2x7 feet, with 3-inch depth. They have fine mesh wire bottoms. The drier is loaded to capacity with trays corded high as the roof, and then the furnaces are set going.

It takes from five to seven days to dry a "house." During the first two days the temperature is kept at about 110 degrees, and thereafter it runs at 150 degrees till the batch comes out. To fully equip such a drier as has been described, costs from $500 to $800, depending upon the cost of labor, quality of lumber and type of furnace. The furnaces burn number three distillate. It takes from $8 to $12 worth of fuel to turn out a ton of dried peppers.

When the peppers are taken from the drier, they are poured upon a large table and quickly sorted. The discolored and badly broken ones go into a cull box to be ground for chicken feed. The good peppers are poured in a heap, upon a cement or board floor, under a roof. They are then sprayed with water from a hose which has a mist-throwing nozzle. A dry pepper will absorb much water and do it quickly. Each tray is given all the moisture it will take, but no more. A little experience soon teaches the grower how much water to use. Moisture constitutes the toughening process.

Dry peppers will toughen, ready for sacking, within two hours, when treated in this manner. Some growers return their dry peppers to the drier and toughen them in an hour by turning on a load of live steam. Still others toughen the crop by piling it up under shelter and allowing it to soak up a few night fogs.

After being toughened, the red peppers are packed into big containers resembling wool bags, and are hauled away to market. The average bag will weigh 300 pounds, and will bring $30.

The income from an acre of chili peppers depends upon how the harvesting is done. If an acre yields 12 tons of green peppers worth $18 per ton, it will not be apt to yield more than half a ton of dry red peppers, while if no more than five tons of "greens" be gathered, the acre may be expected to give up one and one-half tons of dry peppers worth $200 per ton.

Conservative growers in the district claim that they produce an average of 10 tons of "greens" and one-half ton of "dries" per acre, and the yield does not noticeably vary from year to year, where proper fertilization, cultivation and irrigation are practiced. Peppers have been tried as go-betweens in young citrus groves, but without desirable results. They have seemed to rob the trees of much-needed moisture and plant food.

Japanese labor does nearly all of the work in the pepper belt. The growers claim the cost of production ranges between $25 and $50 per acre. Fifty dollars appears to be the maximum. The usual crop is ten tons of "greens" at $18 per ton, and one-half ton of "dries" at $200 per ton. That would make the income of an acre look like $280, from which $50 should be deducted for expenses.

Take it year after year, the growers, under all manner of conditions, probably take $150 worth of peppers from each acre, spending $50 in the process, but that should not be counted bad farming. The two Allen boys raise forty acres of chilis every year, and J. A. Knapp grows eighty-five acres of the red-hots. Numerous planters produce from two to twenty acres each season.

HOWARD C. KEGLEY.

COOPER'S DYE WORKS.

Nos. 1369-71 W. Washington St.
West 3713—Home 25109.

Those content with only the best pressing and cleaning and repairing come to Cooper's. Cooper's proves that good work need not cost any more than the ordinary. Cooper's Dye Works, a fine, light, airy, sanitary building, modernly equipped, quickly accessible to a large section, represents a $25,000 investment. It is owned and personally operated by Mr. H. G. Cooper; its business life numbers three very successful years—due to prompt service, experienced work, right prices. Work called for and delivered anywhere west of Central avenue and north of Slauson avenue. Downtown station, 207 South Broadway.

HOLLYWOOD PARK

In the beautiful foothills, overlooking Los Angeles, on the electric car line and paved boulevard. Fine view; 1100 ft. elevation; spring water.
Grand View Bungalow Lots, $77.50, $127.50 and $187.50; $10 down, $5 per month.
Twenty homes now completed and seven more now under construction.
PATTON & LONGLEY CO.,
330 So. Hill St., Los Angeles, Cal.

HENRY BERRY.

Owner and manager of the San Francisco baseball club, formerly owner and manager of the Los Angeles baseball club.

GARDEN ACRES

¼ Acres—½ Acres—Acres

Country Air — City Advantages

CITY SUBDIVISION

THE McCARTHY CO.

SUBURBAN DIVISIONS

MAIN OFFICE—
609 SOUTH HILL STREET
LOS ANGELES

CITY LOTS

6% First-Lien Gold Bonds for Safety. Write for Prospectus "T."

7% Street Paving Municipal Bonds from $50.00 up.

THE ROYAL SECURITIES CORPORATION, Wright & Callender Bldg., Los Angeles.

Classified Liners.

MONEY WANTED—
Real Estate and Collaterals.

WANTED—
We have calls for money, and as security can offer high class city and country property. All loans made through our company are guaranteed to be first mortgages and gilt edge in every respect. Each loan is investigated by a competent appraiser with years of experience. All money placed with title company or bank until search shows your loan to be first mortgage.
BROADWAY REALTY COMPANY,
Suite 519, O. T. Johnson Bldg.
Established Nine Years.
Los Angeles, California.

WANTED—WE ALWAYS HAVE GILT EDGE first mortgage real estate loan applications at seven and eight per cent., which we personally investigate before offering to lenders, to whom there is no charge. Write or call for list.
THE F. H. MERRELL COMPANY,
Brockman Bldg., Los Angeles.

WANTED—MONEY FOR INVESTMENT IN FIRST MORTgages, Building Bonds, and City Improvement Bonds.
Address W. D. CONDIT, or J. A. BOTHWELL,
Phone A8813. 1017 Trust and Savings Bldg., Los Angeles.

THINGS ON WHEELS—
All Sorts.

Automobiles.

TIRES— TIRES— TIRES—
Used tires in all sizes, 28x3 to 42x5. Prices from $2 to $10. BUS OWNERS, get wise. We can save you 40 per cent. on your mileage. Vulcanizing at lowest rates.
SOUTH 278. 1450 CENTRAL AVENUE.

FOR SALE—MUST SELL 7-PASSENGER PEERless, 1910 model, suitable to strip or for truck; bargain for cash. Phone MR. LAWRENCE, F6875 or 24724.

IF YOU WANT TO TURN YOUR AUTO INTO money-making real estate, see BROWN, 424 W. Sixth street.

For Hire—Automobiles.

FOR RENT—AUTOMOBILES; RATES $100 PER month and up. Rent can apply on agreed purchase price. The only way to see California. PAUL G. HOFFMAN, 1047 S. Grand. Phone 599339

POULTRY—POULTRY SUPPLIES—
For Sale, Exchange, Wanted.

Dogs and Dogs at Stud.

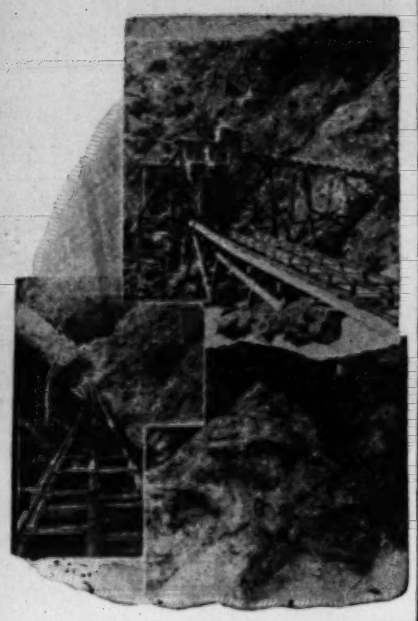
FOR SALE—ATTIC ECZEMA OINTMENT—
The Friend of the Four-footed Pet.
"I have tried your Attig Eczema Ointment on several dogs and all were completely cured in short order. One I had ordered destroyed but at a nominal expense in comparison to the value of the dog, it is now completely cured. Your preparation is marvelous. JOHN T. ELKINS (Judge of Boston Terriers 1914 Bench Show, Los Angeles.)"
For sale by the manufacturer 50c postpaid.
325 CONSOLIDATED REALTY BLDG.

Advertisements—Business Announcements, Enterprises, Real Estate, Commerce.

[Under this general heading appear on this and succeeding pages of the Midwinter Number various authorized business announcements, together with descriptions of industrial and building enterprises, the nature and responsibility for which are shown in the notices themselves.]

"Soil-Tone"—Nature's Own Fertilizer.

NATURAL FERTILIZER CO.'S DEPOSITS AND PLANT.



In a remarkable deposit in Hagador Canyon, near Corona, California, Nature has produced a natural mineral fertilizer that is destined to revolutionize the practice and theory of fertilization of soils not only in California, but throughout the length and breadth of the land. When Dame Nature puts on her working clothes to achieve results, the work of man is put out of competition. Science proves that for the human body Nature is her own best physician. "Let Nature take her course," fall easily from the lips of the doctor when confronted by a baffling case. So, too, with the soil, for, strange as it may seem to the average citizen, the soil is subject to blights, scourges, illnesses and physical impoverishment, in which Dame Nature is her own best physician. In this wonderful substance Nature has provided a cure, an antidote for the ills to which the soil is subject, a soil tonic that tones it up and rejuvenates it, and, through its action in the soil, cures plant life of its ills, restoring sick trees and plants to health and strength, increasing the yield of garden, field and orchard. While this wonderful product, consisting of iron sulphides, sulphur and gypsum (sulphate of lime,) proportioned and blended in Nature's own laboratory, was discovered five years ago, it has only recently been introduced to the public. Meanwhile, extensive and practical experiments have been made with results that demonstrate its value as a fertilizer for all soils and all plant life.

Luther Burbank says: "Sulphur, iron and gypsum should all be beneficial, but you have applied the best test—that is, ASKED THE TREES HOW THEY LIKE IT."

In every instance, the trees, in Mr. Burbank's humanizing phrase, did like it, so well that, in one case especially, they poured more than a double yield of golden fruit into the harvest of one fortunate orchardist.

In one experiment the material, which has been aptly named "Soil-Tone," was used upon citrus plants, pomegranate trees, roses, chrysanthemums, in fact, upon all plant life, from flowers to fruit trees, and in every case natural colors of flowers, fruit and leaves were accentuated and natural sizes increased. In this way did these children of Nature, in silent eloquence, show how they liked it. Perhaps, the more extensive experiments were made upon citrus orchards, because the deposit lies close to one of the richest citrus centers of the State.

Probably the most notable results achieved with "SOIL-TONE" were those obtained by Mr. W. C. McCully, who has had twenty-six years' experience in citrus work and culture and thirty years experience with soils. Four years ago, when he took charge of the "El Cerrito Rancho," owned by J. H. Flagler of New York, near Corona, consisting of 125 acres of lemons and 22 acres of oranges, he found it, in the opinion of expert orchardists, one of the worst run-down citrus groves in Southern California, with trees suffering from a variety of ills, insect pests, gum disease, root-rot, mottled-leaf, etc., and with the soil hard, sour, impoverished and lifeless, lacking the life-giving elements necessary to healthy plant life. For a remedy Mr. McCully turned to Nature herself. He examined the deposit in Hagador Canyon.

"I was surprised and gratified to find a luxuriant growth of both plant and tree life on the mountainside and in the canyon with their root system spreading and reaching deep into the BEDS OF GYPSUM AND IRON PYRITES, TAKING THEIR SUSTENANCE ENTIRELY FROM THE DEPOSIT—large trees, hardy brush, plants from the most sturdy to the most delicate, full of life and vigor, with their roots, where I exposed them, full of sweet, healthy sap," writes Mr. McCully. "I was convinced that where natural plant and tree life flourished so abundantly and vigorously in the deposits of this material, a sufficient quantity could not be applied to the soil of a citrus grove to create injury to a lemon or an orange tree, but upon the contrary, if the same luxuriant and vigorous growth could be induced in the lemon and orange as was maintained in the plant and tree life of the mountainside and canyon, by means of and as a result of the application of the same material, then great benefit to the trees should naturally follow."

Mr. McCully obtained a supply of "SOIL-TONE" in the crude form and applied it to the orchard.

"Within a short time," continues Mr. McCully, "the trees began to improve, and now, after three years, the results are truly marvelous—the ground remains porous and pliable at all times, a complete transformation of the soil. The lateral roots that were so long exposed during the four months of the summer have thrown out a network of rootlets and feeders, the leaves have taken on a deep green color, the fruit is a perfect color, the quality greatly improved and the yield doubled. Gum disease, root-rot and other tree afflictions are things of the past; the soil is sweet and full of plant food, and El Cerrito Rancho, instead of being one of the eye-sore groves, has become one of the most attractive orchards and show places of Corona Colony."

El Cerrito Rancho was judged the premier orchard, obtaining the best average production, in the year 1914. This was the reply of the trees when asked how they liked "SOIL-TONE."

Many citrus growers have obtained similar results. In chemical analysis the material has been found to contain (per ton) the following:

Gypsum ($CaSO_4 \cdot 2H_2O$)	27.40 per cent.
Sulphur (S)	4.28 per cent.
Iron Sulphide (FeS_2)	8.02 per cent.
Equivalent Sulphuric Acid for Iron Sulphide	13.11 per cent.
Or Sulphuric Acid per ton	262.2 pounds

Smith, Emery & Co., soil chemists, state: "In regard to the use of this material on soils, gypsum has a beneficial effect on soils. It furnishes lime, which is required by growing plants, and neutralizes black alkali or sodium carbonate, which may be in the soil. It tends to cause clayey or gumbo soils to have a better physical condition—i. e., the soil becomes easier to till and has a greater porosity. Gypsum can be added in large quantities without detrimental effect to the growth of vegetation.

"The pyrites or iron sulphide which is contained in the material becomes oxidized in the soil, and in the process of oxidation forms sulphuric acid, which is an active material, and immediately attacks the lime and magnesium carbonates in the soil and converts them to the water soluble sulphates; it also attacks the undecomposed soil ingredients, producing available plant food in the form of water soluble potash and phosphates. In this way, by use of pyrites, plant food is formed at a relatively small expense, for pyrites costs very little in comparison with the cost of artificial fertilizers. The oxidized iron which is left in the soil is beneficial for giving color to citrus fruits. We do not know of any other deposit of gypsum and pyrites mixed as it is in this deposit, and this is a desirable feature, because it aids in giving an even distribution of pyrites through the soil."

Chemists, soil experts and practical agriculturists all recognize the value of sulphur, iron sulphides, gypsum, lime and sulphuric acid as valuable soil tonics.

Dr. J. H. Wheeler, United States Department of Agriculture (U. S. Bulletin No. 77,) states that gypsum, being a combination of lime with sulphuric acid and water, acts as a direct manure, releases plant food otherwise locked up in the soil, and neutralizes poisonous substances in the soil. In this respect W. W. Gardner, Physiologist, United States Department of Agriculture, says: "Lime is known to be an essential plant food and exerts a very important action in rendering available the potash, phosphoric acid and nitrogen which would otherwise be beyond the reach of the growing plant."

Prof. P. H. Rolfs, Pathologist, United States Department of Agriculture (U. S. Bulletin No. 238,) says: "In rather limy soils the use of sulphate of iron is considered beneficial. In those with little lime, and especially if inclined to be rough and clayey, the use of gypsum is advised."

In experiments with alfalfa, Mr. F. C. Reimer of the Oregon Government Experiment Station found that checked plots fertilized with sulphur and iron sulphates increased the yield over 100 per cent.

Dr. Oscar Loew, United States Department of Agriculture (U. S. Bulletin No. 1,) reports that in treating stable manure with gypsum the evaporation of ammonia as carbonate is prevented by preserving the ammonia as sulphate, which is in turn converted into the best form of nitrogen to be immediately assimilated by plant life.

Mr. E. B. Hart, Wisconsin Experiment Station (U. S. Bulletin No. 221,) states that the greatest profit on most soils may be obtained by reinforcing manure with gypsum, furnishing thereby an additional supply of sulphur.

Gypsum will also prevent burning and heating in stable manure, whose use alone is often dangerous, especially in citrus plants. Prof. Rolf states: "With orange trees suffering from gumming, the use of organic fertilizer, and especially horse manure, should be avoided."

Human science has sought to combine, in the proper proportions, the various elements recognized as valuable for plant life, but the chemistry of man cannot compete with the alchemy of Nature. For here we find in Nature's own laboratory a combination of everything necessary to plant life providentially placed in a vast natural storehouse in the heart of the most highly productive agricultural country in the world.

Soil-Tone, containing gypsum, lime, sulphur, iron sulphides and sulphuric acid, releases or renders available in the soil potash, phosphoric acid and nitrogen, thereby placing at the disposal of plant life all the mineral and chemical elements necessary to its health, growth and production. Truly a wonderful discovery!

Recently this great deposit was acquired by the Natural Fertilizer Company, which is now engaged in mining, preparing and shipping "Soil-Tone" to growers. Further particulars will gladly be furnished by the company at its office in the Baker-Detwiler building.

LOS ANGELES SUBURBAN HOMES COMPANY.

The transformation in four years of a 47,000-acre ranch into a thickly-populated, highly-developed, richly-productive community of high-class suburban farm homes is the achievement which probably could not be paralleled elsewhere than in Southern California. In this short space of time has been created in the heart of San Fernando Valley one of the most beautiful spots on earth, a conscious gem in the galaxy of Southern California's brilliant agricultural successes.

The owners and developers, with the co-operation of early settlers, who have erected artistic dwellings, planted trees, built cities and developed the soil, have converted a value of $2,500,000 into $10,000,000. In four years the community, on the basis of dollars alone, has multiplied its value four times on the basis of real worth to the State eight times.

The company took possession of the tract, which consists of 30,000 acres of level land and 17,000 acres of hills, in November, 1910, and began the work of development early in 1911, less than four years ago. The result to date is amazing even to Californians. To those unacquainted with Southern California resources and methods and uninformed concerning the richness of the opportunity the accomplishment would seem unbelievable. The tract has now passed into the hands of many hundreds of owners, who have energetically taken up the work of development.

Today every acre of tillable soil in the tract is under cultivation. Broad boulevards, paved with asphalt, that cost fortunes to build, cover the territory like a network. Lined with beautifully arranged parkways, bordered with luxuriant semi-tropical trees and blooming rose bushes, these highways are beautiful by day and aglow by night with a great number of high-power electric lights on ornamental fixtures.

Two substantial cities have sprung into being and are well on their way to success. Van Nuys, founded in 1911, has a population of 1200 people. The city has a fine bank, a dozen retail stores, a newspaper, three garages, two lumber yards, a great piano and organ factory, the only one in the West; two fine churches, a $50,000 grammar school building and a High School building that cost $120,000. The city has electric lights at every street intersection and is surrounded by a border of electric lights. Owensmouth, one year younger, has made equal progress in proportion to its age and with its fine buildings and prosperous population is growing rapidly.

The soil and climate are ideal and have responded richly to the efforts of the settlers. In the tract nearly 8000 acres have been planted to fruit trees, mostly peach and apricot. These have attained a 25 per cent. greater growth for their age than in most Southern California districts. These orchards, according to figures already available, can be depended on to pay $150 to $250 per acre net when they are four years old. Vegetables of all kinds yield enormously. Sugar beet production is profitable because the yield is heavy and because the percentage of sugar is high. Concentrated poultry raising where every foot of ground is utilized has been made to yield rich returns there, and there is no question that poultry thrives better in the valley than almost anywhere else.

Rich as the soil is, perfect though climatic conditions are, the extraordinary results achieved in so short a time would not have been possible without the combination of energy, money and co-operation that has been unceasingly directed toward building up this ideal community of suburban farm homes. The men who purchased homesites have kept faith with the company, and the company has kept faith with them. While the settlers worked to build homes and develop their land, the company literally spent millions in boulevard and civic improvements.

The purchasers organized as the Los Angeles Suburban Homes Company. Its affairs have been directed by the following, acting as a board of control: Gen. Harrison Gray Otis, Gen. M. H. Sherman, Harry Chandler and O. F. Brant.

A master builder of towns was at the helm, H. J. Whitley, who has spent a lifetime in transforming non-productive territory into rich farm communities and into thriving cities. Fresh from the successful development of Hollywood, one of the most beautiful residence communities in the world, and now a part of the city of Los Angeles, he put his best endeavors into the upbuilding of the Los Angeles Suburban Homes Company's tract. This he now regards as his greatest success, the crowning achievement of a life of successful effort.

Though the transformation is now complete, the Van Nuys-Owensmouth district must inevitably continue to grow rapidly. Not too far away from Los Angeles to have excellent car service and metropolitan conveniences, it is peacefully and beautifully located beneath an environment of hills. Ideally it combines in rare degree the ultra comforts of modern urban life with the advantages of a suburban community beautifully adorned.

The Mrs. S. J. Bridge Cancer Cure

For twenty-seven years this cancer cure has been successful under the treatment of Mrs. S. J. Bridge, whose Los Angeles office is at No. 845 South Broadway, Majestic Theater Building. She knows what the remedy will do and examinations are made free. Hundreds of patients have been completely cured and restored to health under the Bridge treatment. For more than 15 years this Cancer Cure has been established in this city and many testimonials are shown from representative people who have been cured of cancer. It cures to stay.

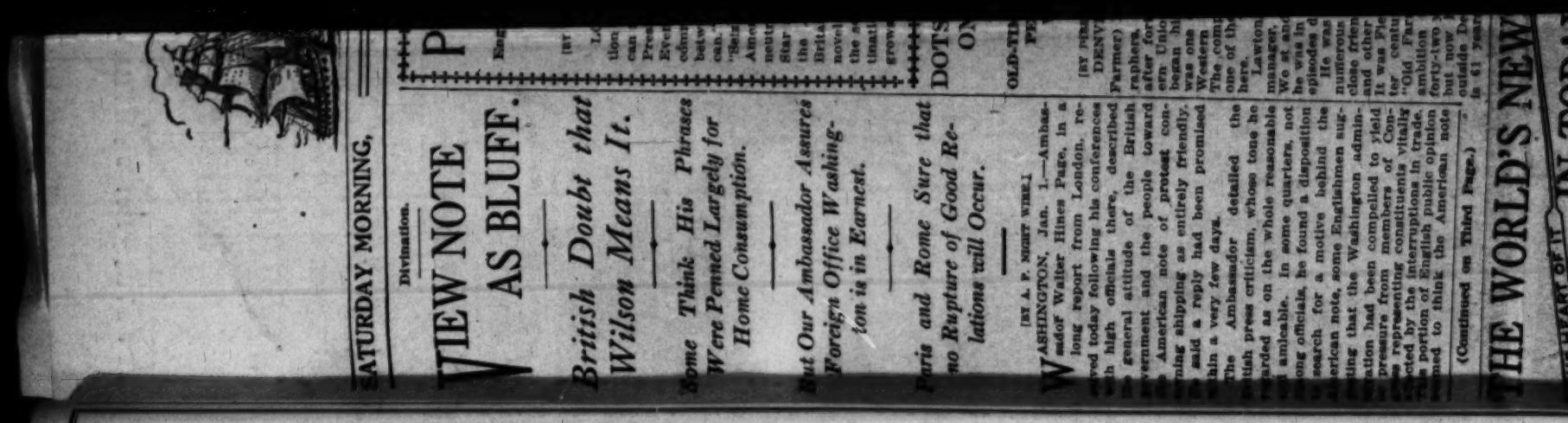
OLIVER MOROSCO'S
PERSONAL ATTRACTIONS IN THE EAST

Peg O' My Heart (Florence Martin)
Peg O' My Heart (Peggy O'Neil)
Peg O' My Heart (Elsa Ryan)
Peg O' My Heart (Doris Moore)
Peg O' My Heart (Dorothy Mackaye)
Peg O' My Heart (Marion Dentler)
Peg O' My Heart (Carewe Carvil)
Peg O' My Heart (Rea Martin)

The Bird of Paradise
By Richard Walton Tully.

Help Wanted
By Jack Lait.

Our Children
With Henry Kolker.



SATURDAY MORNING,

Divination.

VIEW NOTE AS BLUFF.

British Doubt that Wilson Means It.

Some Think His Phrases Were Penned Largely for Home Consumption.

But Our Ambassador Assures Foreign Office Washington is in Earnest.

Paris and Rome Sure that no Rupture of Good Relations will Occur.

[ST. L. P. NIGHT WIRE.]

WASHINGTON, Jan. 1.—Ambassador Walter Hines Page, in a long report from London, received today following his conferences with high officials there, described the general attitude of the British government and the people toward the American note of protest concerning shipping as entirely friendly. It said a reply had been promised him in a very few days.

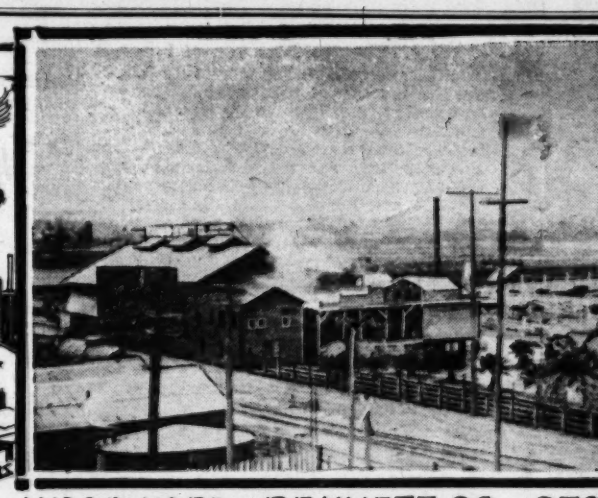
The Ambassador detailed the British press criticism, whose tone he regarded as on the whole reasonable and amicable. In some quarters, not long officials, he found a disposition to search for a motive behind the American note, some Englishmen suggesting that the Washington administration had been compelled to yield to pressure from members of Congress representing constituents vitally affected by the interruptions in trade. A portion of English public opinion seemed to think the American note

(Continued on Third Page.)

THE WORLD'S NEW

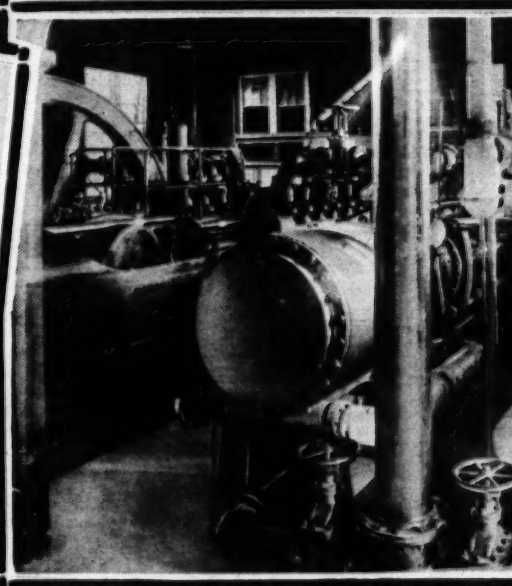
Vernon—The Coming Industrial and Manufa

PACIFIC PLANING MILL CO. VERNON

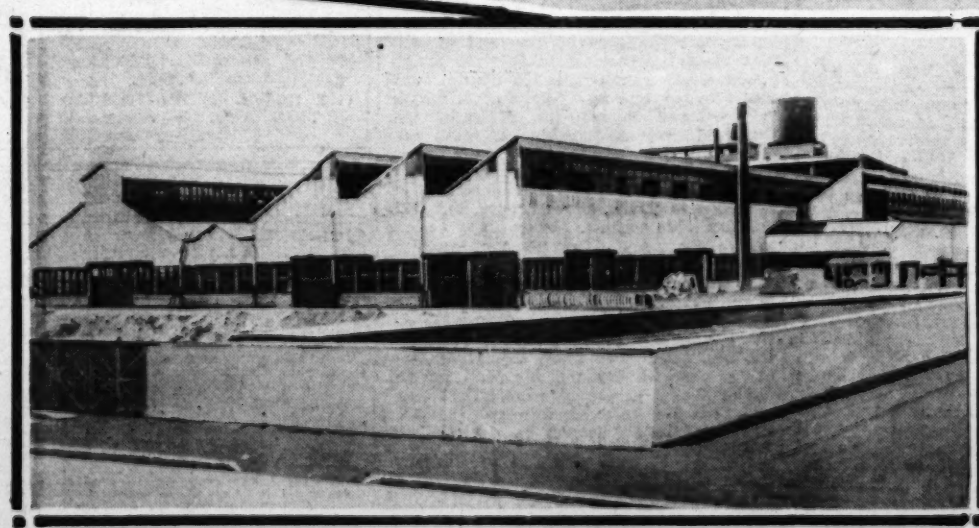


WOODWARD-BENNETT CO. STO

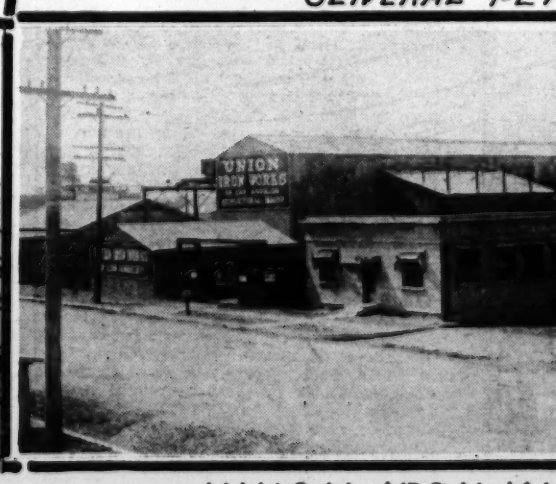
STANDARD PACKING CO. VERNON



ENGINE ROOM AND PUMPING
GENERAL PET



GRIFFIN CAR WHEEL WORKS. —VERNON



UNION IRON WO

MANUFACTURING SECTION.

One of the greatest factors for real progress and prosperity in Southern California for a decade or more has been the industrial development in the modern manufacturing suburb of Vernon, lying south of Washington street and east of Alameda and adjoining the main part of Los Angeles. Vernon is not a part of the Southwest metropolis and possibly never will be, but Los Angeles has every reason to be proud of its hustling neighbor. In Vernon is being carried on the kind of development work that makes for the solid and permanent prosperity of any community, the kind of development that Southern California needs most of all.

The people of Vernon like the smell of factory smoke and freely admit it. They are alive to the great and growing need of an extensive industrial center near the heart of Los Angeles, an industrial center that can be developed absolutely without danger of interference from the outside. Recognizing this need, they have so arranged things that they can and do dictate their own policies. These policies are not subject to change. Vernon was founded as a factory center, is dedicated to industry, and has for its greatest ambition the goal of becoming one of the leading manufacturing districts in all the country. The city already boasts a wonderful record of achievement that leaves no room for doubt as to the realization of future expectations.

Property owners, holding among them 1200 acres of land to the southeast of Los Angeles, decided several years ago that because their acreage was adjacent to an established industrial area, they would pool their interests and create a permanent industrial center. They believed that their land could be most profitably used for manufacturing purposes, and in order that the various industries that sought the district might be enabled to operate without unnecessary restrictions the town of Vernon was incorporated solely to cater to the manufacturer. A district of about 400 acres east of Santa Fe avenue and north of Vernon avenue was restricted for oil refineries, slaughter-houses, stock yards and other industries that throw off more or less odor and create a certain degree of fire hazard, while the rest of the big tract was reserved for factories and industries of a varied nature. The location of Vernon, two miles from the heart of Los Angeles, at once made the new town an ideal site for small as well as large manufacturers seeking a close market. Vernon was a success from the start. Today it is claiming attention throughout the industrial world.

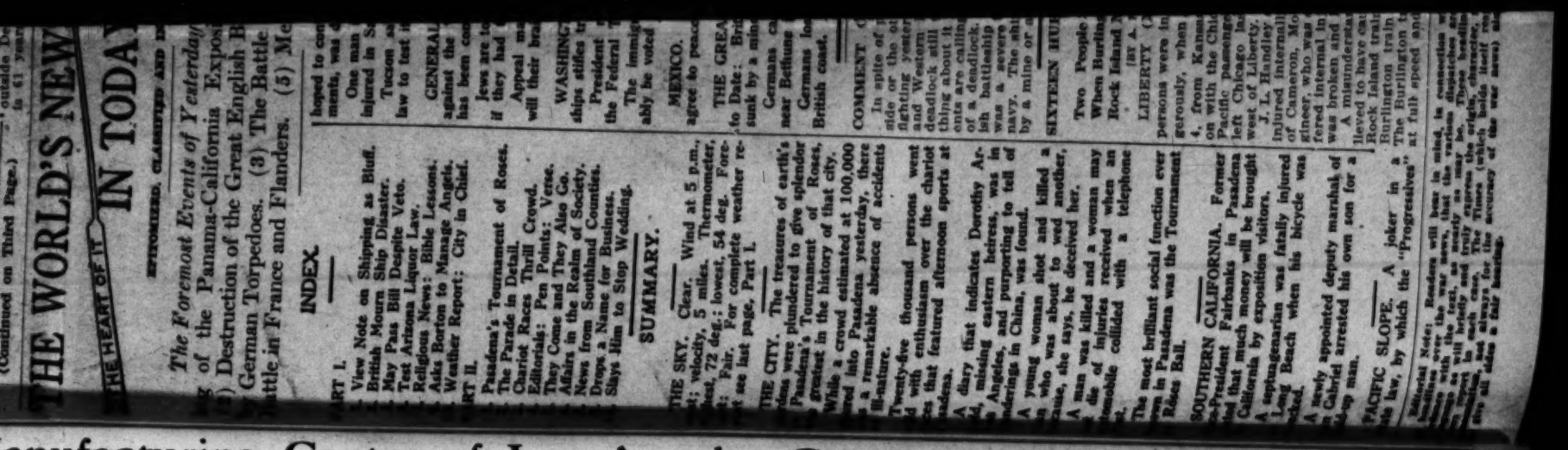
The position of the city of Vernon among manufacturing centers is unique. As stated, the city is conducted for the sole benefit of its industries. The results of the plan have been illuminating and are well calculated to interest other cities that are less frank in admitting their liking for smokestacks. While it has been developing industrially, Vernon has been advancing in other modern lines. Vernon has the only outfall sewer boasted by a city of its class in the United States. So successful has been its plan of municipal operation that it has the lowest taxes of any city in California, which is remarkable when it is considered that its paving and other improvements of a public nature have been cared for by municipal bonds. Another remarkable thing about the city is its absence of politics and political twists of any kind. The buyer of industrial property in Vernon need not fear administrative flip-flopping and political meddling. It is a most noteworthy circumstance that the Trustees of the city of Vernon have all been in office ever since the place was incorporated. Their service has been satisfactory and they have been kept in office. Other cities might learn from this plan.

These Vernon Trustees are well worth a paragraph or two in any account of the city's activities, so close has been their association with every step in the progress and upbuilding of the lively manufacturing suburb. James Furlong is President of the board, Tom Furlong is City Clerk, Hermann Scheider is Treasurer, and Gesner Williams is City Attorney. The other members are J. B. Leonis, W. M. Stevens, P. J. Durbin and W. Kniffen. These men, with City Marshal Tom Garr, handle the administrative affairs of the city.

It is largely due to the efforts of these men that Vernon has come to play so important a part in the packing and provision industries of the Southwest, as well as in manufacturing generally. Three Vernon concerns in particular, namely, the California Dressed Beef Company, Woodward & Bennett and the Standard Packing Company, do a large share of the meat business in the Southland. The California Dressed Beef Company at No. 3820 Santa Fe avenue has five acres of ground and an extensive plant. The concern kills 230 beeves a week, as well as a carload of calves. Its daily kill of sheep and lambs is about 125. Two carloads of hogs a week is the average. The company has been in business for eight years and employs forty-five persons. A full line of provisions is carried. R. S. Bliss is president.

Woodward & Bennett have an abattoir and stock yards at Vernon and Santa Fe avenues, their plant occupying six acres in all. The concern sells all its products in Los Angeles county and is growing all the time. Its equipment is up to date and its sanitary conditions are excellent. The Standard Packing Company has had a phenomenal growth since its establishment at the southwest corner of Vernon and Santa Fe avenues in 1912. On its three-acre plat the concern is killing on the average 200 cattle, from 1500 to 2000 sheep and lambs and about 300 hogs and calves every week. All its packed products are consumed locally. F. P. Breslin is president and general manager and W. A. Duncan is treasurer of the company.

A concern of a different character that has contributed much to the upbuilding of Vernon and to the industrial progress of the section is the General Petroleum Company, which has a great refining plant in


THE WORLD'S NEW
IN TODA
THE HEART OF IT
(Continued on Third Page.)
The Foremost Events of Yesterday
of the Panama-California Expos
) Destruction of the Great English B
German Torpedoes. (3) The Battle
ttle in France and Flanders. (5) Me
INDEX.
PART I.
View Note on Shipping as Bluf
British Mourn Ship Disaster.
May Pass Bill Despite Veto.
Test Arizona Liquor Law.
Religious News: Bible Lesson.
Asks Borton to Manage Angels.
Weather Report: City in Chief.
PART II.
Pasadena's Tournament of Roses.
The Parade in Detail.
Chariot Races Thrill Crowd.
Editorials: Pen Points: Verse.
They Come and They Also Go.
Affairs in the Realm of Society.
News from Southland Counties.
Drops a Name for Business.
Slays Him to Stop Wedding.
SUMMARY.
THE SKY. Clear. Wind at 5 p.m.,
t; velocity, 5 miles. Thermometer,
est, 72 deg.; lowest, 54 deg. Fore-
: Fair. For complete weather re-
t see last page, Part I.
THE CITY. The treasures of earth's
ons were plundered to give splendor
Pasadena's Tournament of Roses,
greatest in the history of that city.
While a crowd estimated at 100,000
ed into Pasadena yesterday, there
a remarkable absence of accidents
ll-feature.
Twenty-five thousand persons went
d with enthusiasm over the chariot
es that featured afternoon sports at
rdena.
A diary that indicates Dorothy Ar-
missing eastern heiress, was in
Angeles, and purporting to tell of
derings in China, was found.
A young woman shot and killed a
n who was about to wed another,
cuse, she says, he deceived her.
A man was killed and a woman may
de of injuries received when an
omobile collided with a telephone
e.
The most brilliant social function ever
en in Pasadena was the Tournament
Rose Ball.
SOUTHERN CALIFORNIA. Former
e-President Fairbanks in Pasadena
ed that much money will be brought
California by exposition visitors.
A septuagenarian was fatally injured
Long Beach when his bicycle was
ded.
A newly appointed deputy marshal of
Gabriel arrested his own son for a
ep run.
PACIFIC SLOPE. A joker in a
e law, by which the "Progressives"
hoped to con
ments, was
One man
injured in S
Tucson a
law to test i
GENERAL
against the
has been co
Jews are to
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Appeal m
will their bra
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President
the Federal
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MEXICO.
agree to peac
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Germans lo
British coast.
COMMENT.
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and Western
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of a deadlock.
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navy. The shi
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SIXTEEN HU
Two People
When Burlin
Rock Island
(BY A
LIBERTY (
persons were in
geroously, when
4, from Kansa
on with the Chi
Pacific passeng
left Chicago la
west of Liberty.
J. L. Handley
injured internall
of Cameron, Mo
gineer, who was
fered internal in
was broken and
A misunderst
lieved to have ca
Rock Island trai
Burlington train
The Burlington l
at full speed and
Editorial Notes: Readers will bear in mind, in connection w
fighting strength, the war news, that the various dispatches a
appear with the fact, as nearly as may be, in the order of
event. In each case, and truly express the origin, character
and, as far as always for the accuracy of the war news.
anufacturing Center of Los Angeles County.
CALIFORNIA DRESSED BEEF CO.
O. STOCKYARDS AND BUILDINGS VERNON.
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MPING PLANT
L PETROLEUM CO. VERNON
BRANCH GENERAL PETROLEUM CO.
VERNON
ON WORKS, VERNON
NEW TWENTY-FIFTH ST. CONCRETE BRIDGE - VERNON.